

Fashion retailer

Case Study

Objectives

Station domination provides high impact boosting brand perceptions



The Results

48%

of Tube users recalled seeing the 360 corridor wrap at Oxford Circus

42%

Of Tube users who recalled the corridor wrap felt it was a creative way to advertise

87%

of Tube who recalled the ads think London Underground is a good place to advertise (vs. 79% of Tube users who did not recall the ads)



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THE CHALLENGE

With competition heating up amongst high street retailers, the brand wanted to effectively reach fashion lovers, raise brand awareness and drive footfall to its London stores.

THE EXECUTION

In October 2017, the brand chose to run a station domination at Oxford Circus, one of London's most important retail destinations. This was complemented by activity on London buses, which ensured maximised impact amongst the valuable London audience.

In order to capture the effectiveness of this campaign, we measured campaign metrics in association with Dipsticks Research. The sample consisted of 350 female respondents aged 18-34, which were all interviewed face-to-face:

- Test Sample: London Tube users (200)
- Control Sample: Non-Tube users (150)

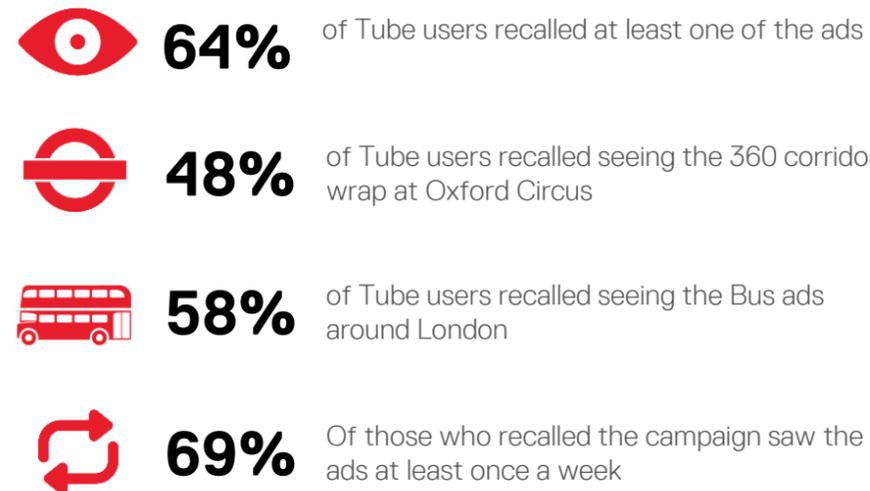
THE RESULTS

Nearly 1 in 2 Tube users recalled the London Underground corridor wrap at Oxford Circus. This approach proved highly impactful, as more than 2 in 5 Tube user who recalled felt this was a creative way to advertise. What's more 1 in 3 also felt it added fame to the brand.



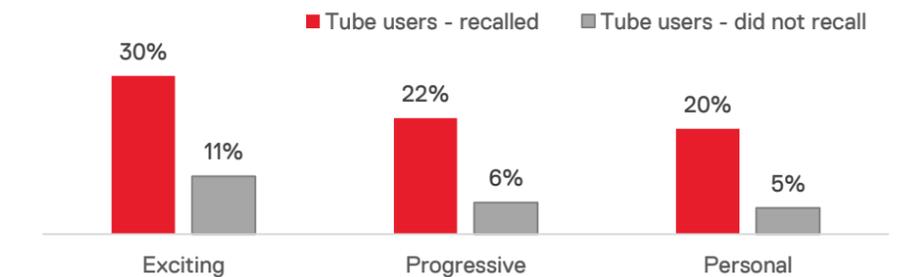
Producing a high level of ad recall

The campaign drove high levels of awareness, which increased in line with campaign exposure.

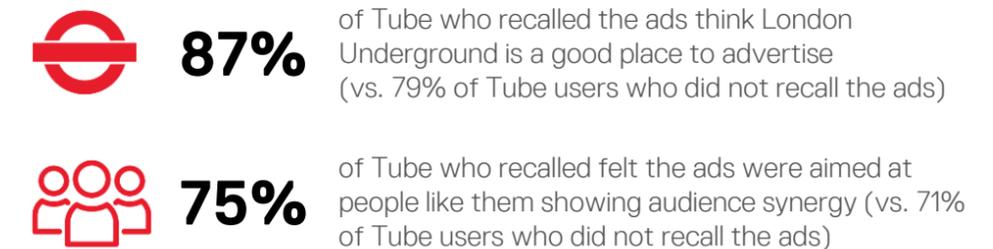


Driving positive brand associations

Overall, 85% of Tube users who recalled thought the ads really caught their attention, suggesting the creative successfully cut through. This led to a sharp increase in positive brand associations.

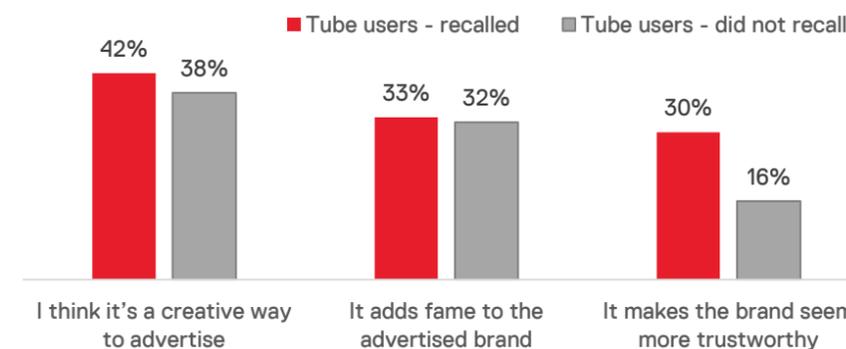


Base: Tube users: those recalling the adverts (144), those not recalling the adverts (81)



Oxford Circus corridor wrap boosts brand perceptions

Over 1 in 3 Tube users who recalled felt the corridor wrap made them pay attention to the advertising more easily. What's more another nearly 1 in 3 felt it made the fashion retailer feel like a trustworthy brand.



Base: Tube users: those recalling the adverts (144), those not recalling the adverts (81)

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CONTACT

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