

# Car brand

## Case Study

### Objectives

A car brand wanted to improve brand perceptions and drive action among consumers during a sporting event in Cardiff



### The Results

**42%**

of respondents in the target city of Cardiff recalled the OOH ads

**77%**

of respondents who have visited Cardiff Central in the last 1-2 weeks recalled the OOH ads

**34%**

of respondents who recalled the OOH ads have acted in some way towards the car brand in the past 2 weeks (vs.6% who did not recall)



# Car brand

## Cardiff - Case Study

Ad recall was strong within the target city of Cardiff, and worked to improve brand perceptions and drive action towards the car brand

### THE EXECUTION

In May 2017, a car brand ran a multi-format advertising campaign in Cardiff Central railway station, in the lead up to a big sporting event final taking place in the city. This campaign ran on Exterior Media formats throughout the station.

In order to capture the effectiveness of this campaign, we measured key campaign metrics in association with Dipsticks Research. The sample consisted of 2,300 respondents:

- 2,000 nationally representative
- 300 test sample

Nat rep sample: nationally representative of age, gender, location and SEG.

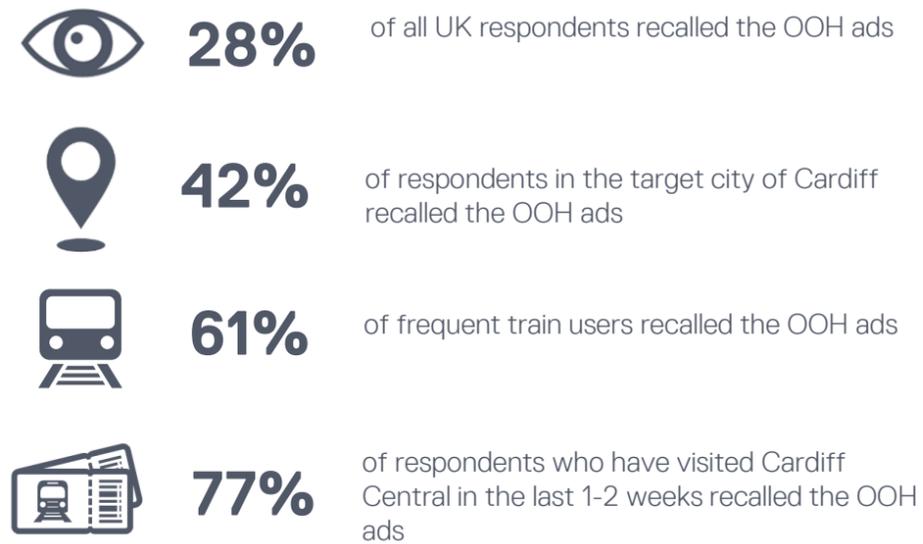
Test sample: consists of respondents who live or work in Cardiff.

### THE RESULTS

Ad recall of the car brand's OOH campaign in Cardiff had a significant impact on improving brand perceptions towards the car brand. In addition, the campaign worked to drive action, with over a third of respondents who recalled the OOH campaign taking action towards the brand in the last 2 weeks.

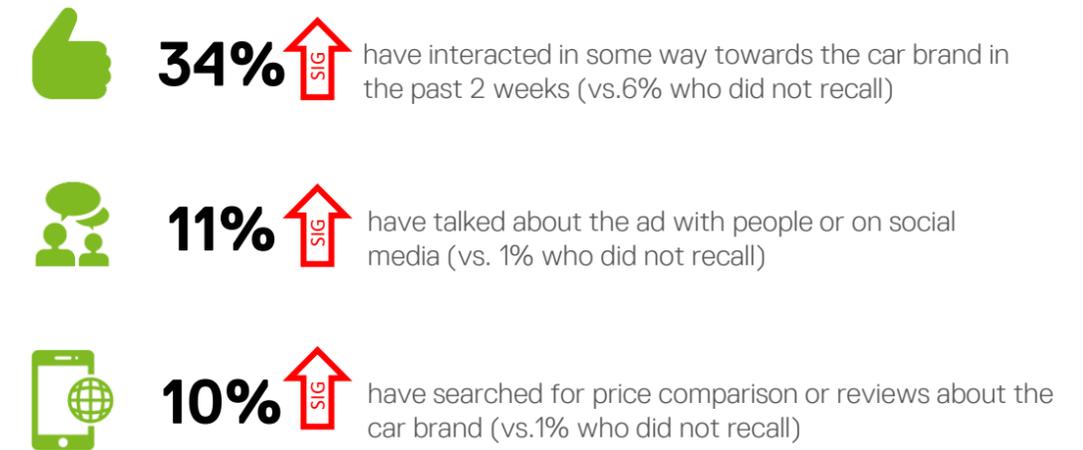


Ad recall increased in line with exposure to the brand OOH campaign



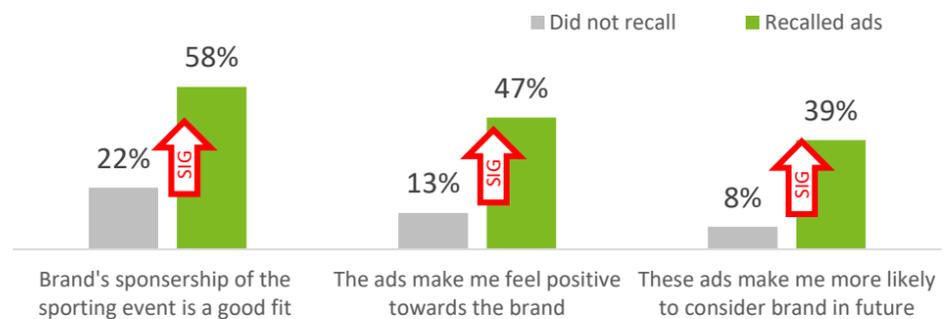
Base: all UK respondents (2300), live/ work in Cardiff (300), frequent train users – use train every day/ several times a week (373), visited Cardiff Central in last 1-2 weeks (258)

Those who recalled the car brand's OOH ads were significantly more likely to have interacted with the brand in the last 2 weeks, showing the campaign worked to drive action



Base: recalled Nissan ads (641), did not recall OOH ads (1659)

Ad recall of the car brand's OOH ads led to improved brand perceptions, showing the message resonated with the audience



Base: recalled OOH ads (641), did not recall OOH ads (1659)

### CONTACT

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