

Electronics brand

Case Study

Challenge

This consumer electronics brand wanted to drive brand awareness for their OLED 4K TV in London while increasing website visits and in-store footfall.



The Results

64%

recalled seeing the electronics brand ad on the DX3 digital screens within the London Underground

48%

of commuters who recalled the ad have interacted with this brand in the past two weeks (vs. 10% who did not recall)

88%

of those who recalled seeing the electronics brand ad on the DX3 digital screens now have the desire to engage with the brand



Electronics

Case Study

Innovative DX3 digital screens helped drive positive brand perception along with an increase in future consideration

THE EXECUTION

In November and December 2017, Exterion Media ran an ad-effectiveness research study looking at 5 different brands running high impact campaigns through the medium of their new DX3 digital formats throughout the London Underground.

The electronics brand chose this format in order to extend the reach of their TV ad. Running their DX3 digital ads from 20th November until 18th December with interviewing dates between the 4th – 7th of December.

In order to capture the effectiveness of this campaign, we measured campaign metrics in association with Dipsticks Research. We conducted 293 face-to-face interviews upweighted to 300. In order to ensure all respondents were exposed to the campaign, we only interviewed people exiting the stations from the correct platforms.

All of those interviewed had exited Oxford Circus, Piccadilly Circus or Camden Town tube stations and use the tube at least several times a week.

THE RESULTS

The DX3 digital screens within the London Underground proved to be a highly effective medium for increasing positive perceptions of this electronics brand. It has also prompted a significant number of commuters to interact with the brand whilst the campaign was running, and half of all commuters now claim that they intend to interact with the brand in the next few weeks.

London Underground Impact



76%

of the total sample recall at least one of the 5 DX3 digital ads measured throughout the London Underground



63%

of the total sample recall 3 or more brands advertising around the period measured

An effective platform for this electronics brand



35%

could remember the electronics brand ads spontaneously, without being prompted



64%

recalled seeing the brand ads on the DX3 digital screens when prompted



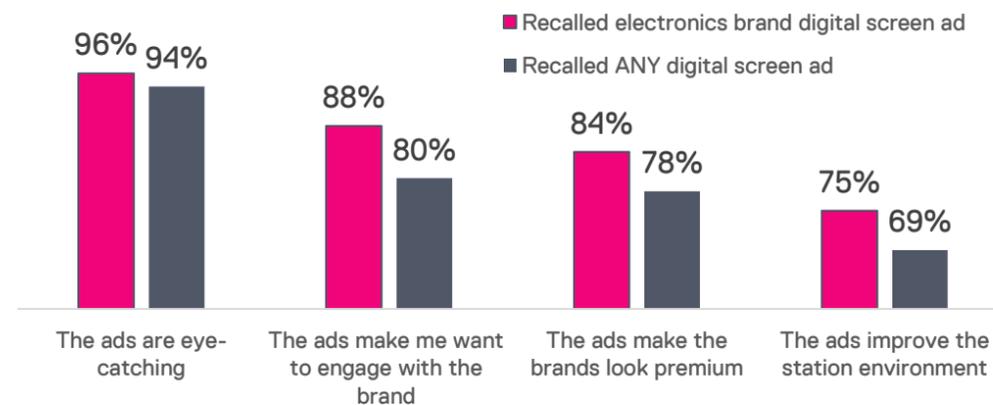
74%

of people who like to have the most up to date TV recalled seeing the brand ads on the DX3 digital screens when prompted

Base: All respondents (300), up-to-date TV owners (204)

The ads make the audience engage with the electronics brand

The London Underground commuters had positive perceptions of the DX3 digital screen ads. When comparing ad perceptions among those who recalled the electronics brand with an average across other campaigns measured, results suggest that this innovative digital platform is particularly effective for driving engagement with this brand.



Base: All respondents - Recalled electronics brand digital screen ad (192)/ Recalled ANY digital screen ad (228)



48%

of commuters who recalled the electronics brand DX3 digital ad have interacted with the brand in the **past two weeks** (vs. 10% who did not recall)

Those who recalled the ads now intend to take action in the following ways within the next few weeks:



47%

who recalled the ads intend to interact with the electronics brand in some way (vs. 6% who did not recall)



19%

who recalled the ads intend to purchase a product from this brand (vs. 2% who did not recall)



34%

who recalled the ads intend to look for the brand online or on social media (vs. 2% who did not recall)



14%

who recalled the ads intend to discuss the brand in some way (vs. 2% who did not recall)

Base: Recalled electronics brand ad (192), did not recall the electronics brand ad (108)

CONTACT

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