Premium car brand
Case Study

Objective

A car brand wanted to drive awareness and consideration amongst a London Underground audience

The Results

54%
of London Tube users are regular car users (at least once a day)

48%
of Tube users recalled seeing the brand's digital escalator ads on London Underground

76%
of London Tube users who recalled the ads agreed that 'the ads are aimed at people like me' (vs. 42% who did not recall)

100 CASE STUDIES

ExterionMedia
Engaging Audiences

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London Underground Digital Escalator Panels increase brand awareness, salience and call to action for the brand

THE CHALLENGE

For the launch of their new model, the brand wanted to effectively reach car enthusiasts that work in London, looking to increase awareness and consideration among this core target audience. The campaign also aimed to drive commuters online to interact with video content that complemented the London Underground ads.

THE EXECUTION

In July 2017, the brand chose to utilise Exterion Media's Digital Escalator Panels (DEPs) with a Network Pack in London in order to maximise impact and tap into the valuable London Underground commuter audience.

In order to capture the effectiveness of this campaign, we measured campaign metrics in association with Dipsticks Research. The sample consisted of 450 respondents:

- 70% Males and 30% Female
- 25-55 years old

Test Sample: London Tube users (300)
Control Sample: Non-Tube users (150)

THE RESULTS

Half of London Tube users recalled seeing the brand's DEPs, showing that the digital screens were highly impactful at getting commuters attention, driving nearly 3 in 5 consumers to interact with the car brand.

Driving a high level of impacts on London Underground

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

48% of Tube users recalled seeing the brand's digital escalator ads on London Underground

70% of Tube users passing through numerous* stations recalled the brand's Digital campaign on London Underground escalators

→ *Compared with 30% that just went through 1-2 stations*
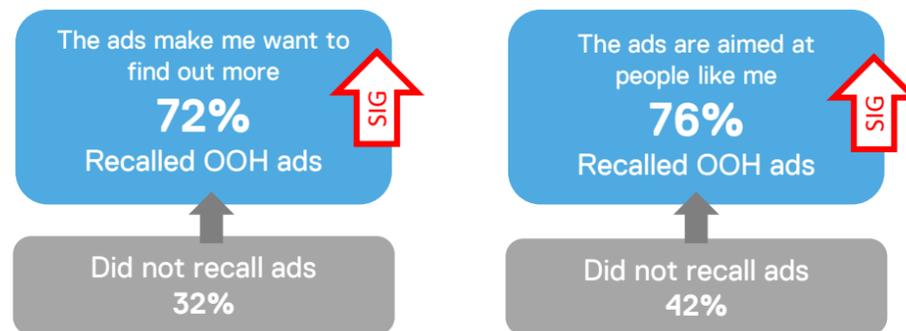
37% of those passing through numerous* stations could recall the brand's ads spontaneously, without being prompted

→ *Compared with 9% that just went through 1-2 stations*

Base: Tube users (300), Tube users: visited 1-2 stations in the past week (101), Tube users: visited 7+ stations in the past week (56)
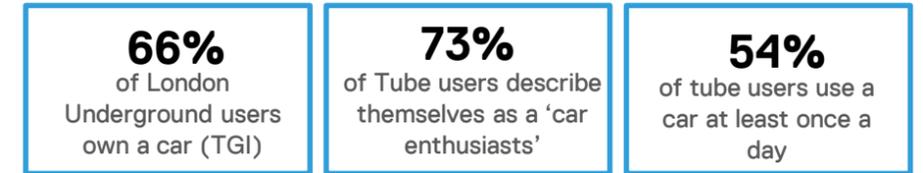
The car brand's campaign resonated with Tube users

The Digital Escalator ads were effective in driving brand consideration and showed synergy with the commuter audience.

The ads make me want to find out more
72% Recalled OOH ads
SIG

The ads are aimed at people like me
76% Recalled OOH ads
SIG

Did not recall ads
32%

Did not recall ads
42%

Base: Tube user Recall DEP's (146), Tube user no DEP recall (154)

Most of the London Underground audience are regular car users and three quarters are also car enthusiasts

66% of London Underground users own a car (TGI)

73% of Tube users describe themselves as a 'car enthusiasts'

54% of tube users use a car at least once a day

Base: Tube user (300)

55% of Tube users who recalled the ads have interacted with the brand in the past two weeks (vs. 17% who didn't recall the ads)

Those who recalled the ads acted in the following ways:

37% of those who recalled the ads have interacted with the brand online (vs. 6% who did not recall)

32% of those who recalled the ads have talked about the brand/ its advertising (vs. 7% who did not recall)

16% of those who recalled the ads have visited a showroom or booked a test drive (vs. 2% of those who did not recall)

7% of those who recalled the ads have bought a car from the brand (vs. 1% who did not recall)

Base: Tube user Recall DEPs (146), Tube user no DEP recall (154)

CONTACT

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Any mention of 'significance' made refers to statistical significance. Statistical significance is used to refer to a result that is unlikely to have occurred by chance and in this case is tested using chi-square.

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Source: **dipsticks** research