

Sporting event

Case Study

Objectives

The UEFA Champions League wanted to boost positive perceptions and drive action in the target city of Cardiff



The Results

42%

of respondents in the target city of Cardiff recalled the UEFA Champions League OOH ads

77%

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

57%

of those who recalled the UEFA Champions League OOH ads have interacted with the Champions League in the past 2 weeks (vs. 21% who did not recall)



Sporting event

Cardiff - Case Study

The OOH campaign at Cardiff Central worked to drive interaction with a popular sporting event, and improved positive perceptions towards the tournament

THE EXECUTION

In May 2017, a sporting event ran a multi-format advertising campaign in Cardiff Central railway station, in the lead up to the final match 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.

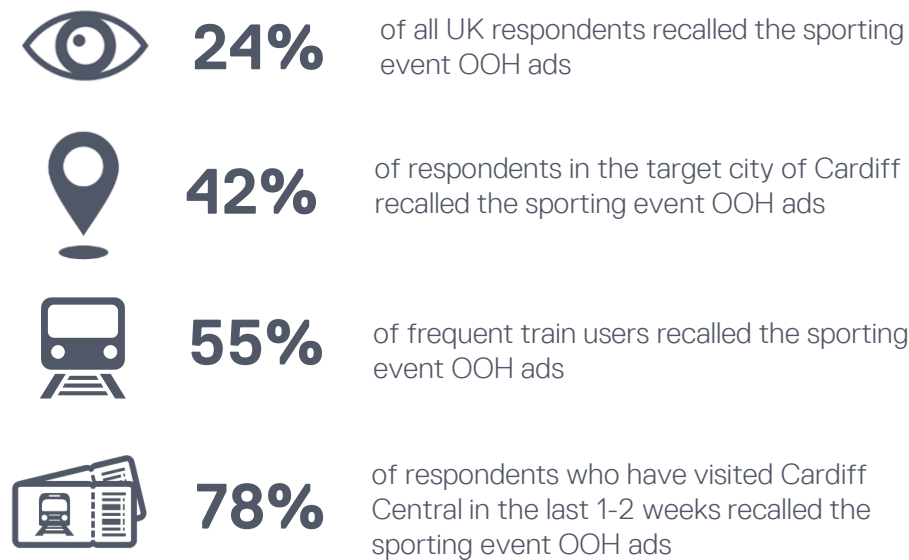
Test sample: consists of respondents who live or work in Cardiff.

THE RESULTS

Results show that those exposed to the sporting event campaign on Exterior Media formats are significantly more likely to have positive perceptions of the tournament, and are more likely than other respondents to take action towards it.

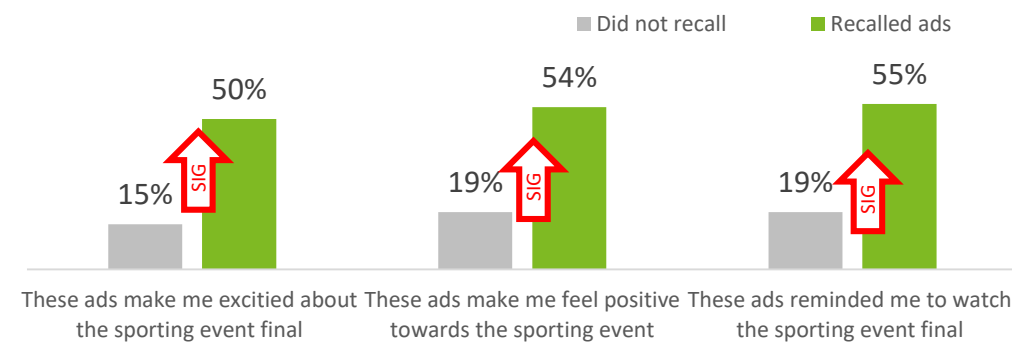


Ad recall increased in line with exposure to the sporting event OOH campaign



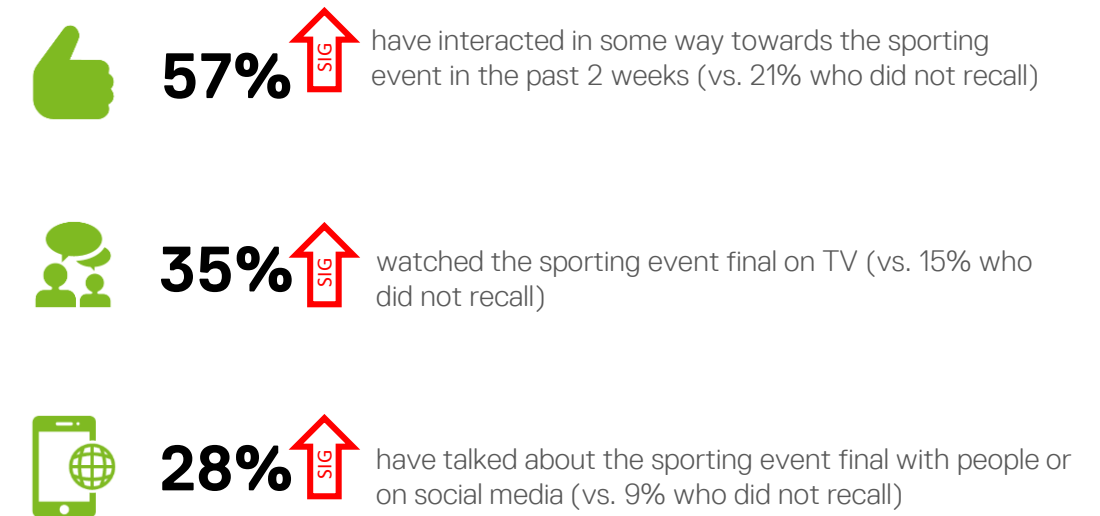
Base: all UK respondents (2300), live/ work in Cardiff (300), frequent train users – use train every day/ several times a week (373), visited Cardiff Central in last 1-2 weeks (258)

Ad recall of the OOH ads led to improved brand perceptions, showing the message resonated



Base: recalled OOH ads (551), did not recall OOH ads (1749)

Those who recalled the OOH ads were significantly more likely to have interacted with the tournament in the last 2 weeks



Base: recalled OOH ads (551), did not recall OOH ads (1749)

CONTACT

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