

Telecoms brand

Case Study

Objectives

Wanted to drive action towards their brand among their target audience



The Results

60%

of the brand's target audience recall the campaign on Exterion Media formats (Bus and LU)

57%

of the target audience who recall the ads have interacted with the brand in some way in the past few weeks (vs. 7% who did not recall)

52%

of the target audience who recall the ads are likely to switch to their service in the next few months (vs. 5% who did not recall)



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EM's formats worked together to engage the brand's multicultural target audience

THE EXECUTION

For 10 weeks, a telecommunications brand ran a multi-media OOH advertising campaign nationwide on Bus and London Underground. These formats included:

- LU platform (48 sheets and 16 sheets)
- LU escalator (LEPs)
- Bus (Routemaster and local)

In order to capture the effectiveness of this campaign, we measured campaign metrics in association with Dipsticks Research. The sample consisted of 2,643 respondents:

- 2,026 Nationally representative
- 617 Test sample

Nat Rep Sample: Nationally representative of age, gender, location and SEG

Test Sample: consists of people who live in London, Birmingham, Leicester

Multicultural target audience: 16% of respondents (422)

THE RESULTS

Results proved that the brand's Exterion Media campaign resonated among their target audience of those from multicultural backgrounds. Campaign awareness, interaction and future consideration were all higher among this audience than UK adults as a whole.



Generating a high level of ad recall

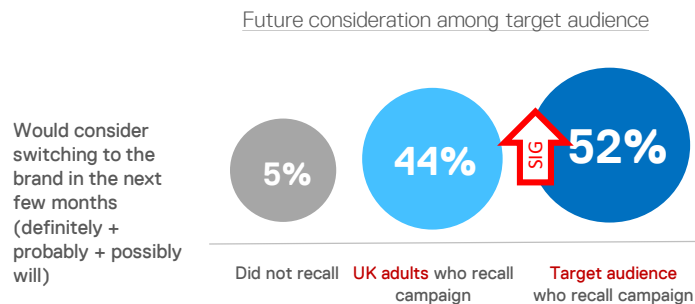
The campaign drove high levels of awareness, which increased among the brand's target audience.



Base: All respondents (2643), multicultural target audience (422)

Increasing future consideration

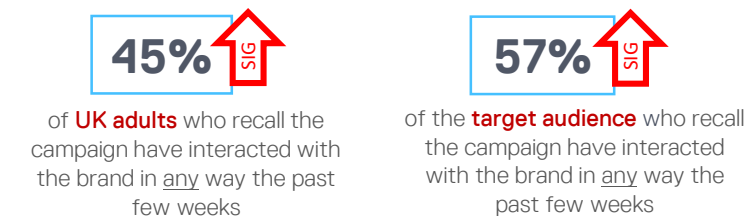
Future consideration for the brand was significantly higher amongst their target audience who were exposed to the campaign



Base: All respondents who did not recall the ads in situ (1787), all UK adults who recall the ads in situ (856), all respondents from target audience who recall the ads in situ (251)

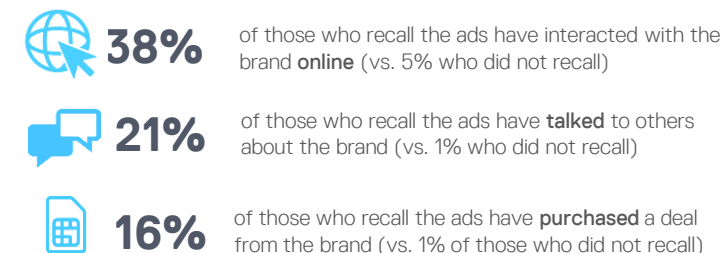


Boosting interaction



→ compared to just 2% of UK adults who did not recall the campaign (7% of target audience)

The target audience who recall the ads acted in the following ways:



Base: All respondents from target audience who recall the ads in situ (251), all respondents from target audience who did not recall the ads in situ (170)

CONTACT

For more information regarding advertising campaigns with Exterion Media please contact info@exterionmedia.co.uk 0207 428 3609

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.

