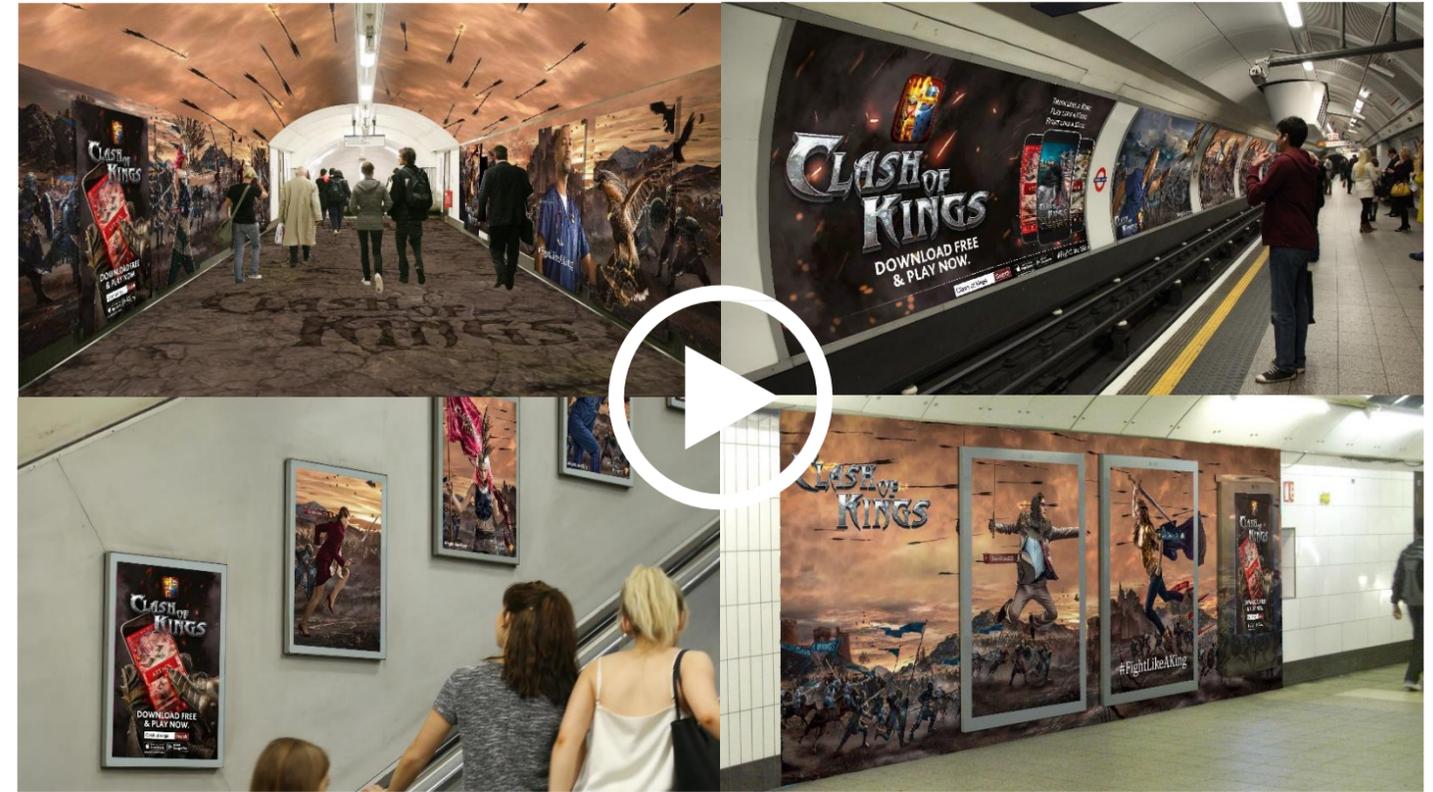


# Clash of Kings

## Case Study

### Challenge

Clash of Kings wanted to improve brand awareness and increase usage amongst commuters



### The Results

# 77%

of London Tube users recalled at least one of the Clash of Kings ads in the London Underground multi-media campaign; **84%** of those who **recalled** saw three or more ads

# 84%

of London Tube users who recalled the campaign saw three or more ads

# 66%

frequent mobile gamers agreed that the Clash of Kings adverts made them want to play the game



# Clash of Kings

## Case Study



**77%** of London Tube users recalled at least one of the Clash of Kings London Underground ads



**84%** of those who recalled have seen three or more of the ads

The London Underground ads resonated with **mobile gamers** in particular, driving app consideration

The London Underground campaign resonated with mobile gamers, who were significantly more likely than non-gamers to recall the ads. Nonetheless, ad recall levels were significant for non-gamers as well.

This highlights the success of the station domination, with multiple formats working together effectively to drive awareness levels. The cross-track domination and DEPs stood out particularly, with a third of non-mobile gamers recalling the ads.

### THE EXECUTION

In June 2016, the Clash of Kings ran a multi-media advertising campaign, which consisted of a variety of different formats which worked to create a unique immersive experience at Oxford Circus. This activity was complemented by a burst of activity on central London DEPs.

In order to capture the effectiveness of this campaign, we measured campaign metrics in association with Dipsticks Research. The sample consisted of 400 respondents:

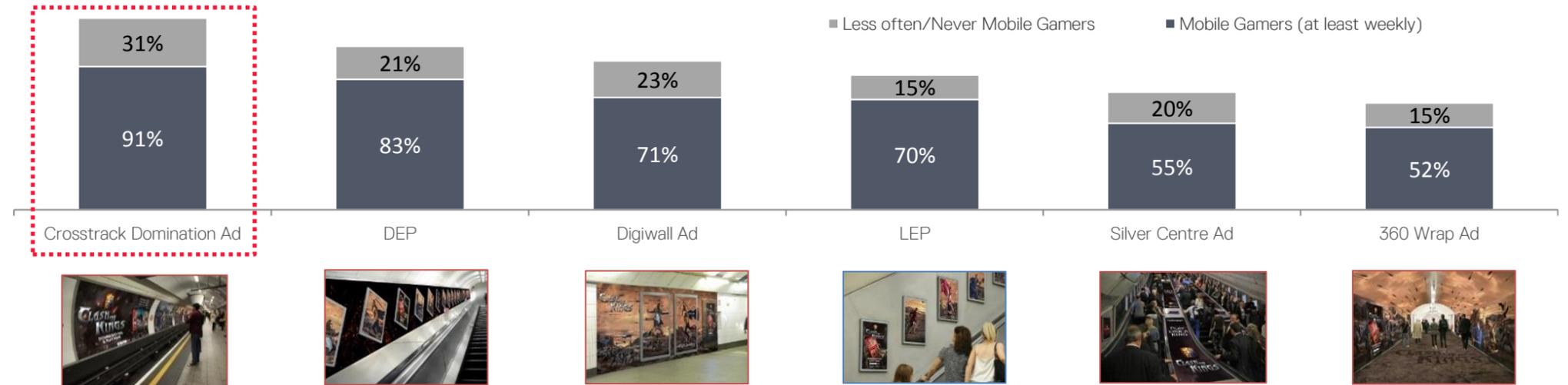
- All males
- 61% 25-34 years and 39% 35-44 years

Test Sample: London Tube users

Control Sample: Non-Tube users who live outside London

### THE RESULTS

Multiple formats worked together effectively to increase awareness and improve consideration. The ads resonated with frequent mobile gamers especially, but also drove significant levels of consideration amongst non-gamers.



Base: Test Weekly+ Mobile Gamers (164) Less often/never mobile gamers (91)

The ads drove consideration amongst gamers especially, but worked to persuade non-gamers as well.



**66%** of frequent **mobile gamers** agreed that the Clash of Kings adverts made them want to play the game



**36%** of people who have never played Clash of Kings before agreed



**23%** of non-mobile gamers agreed

### CLIENT TESTIMONIAL

“A visually striking campaign that allowed us not only to connect to our target audience but to also understand the impact of a station domination.”

**Spyros Maliadis – Head of Insight, Talon**

### CONTACT

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