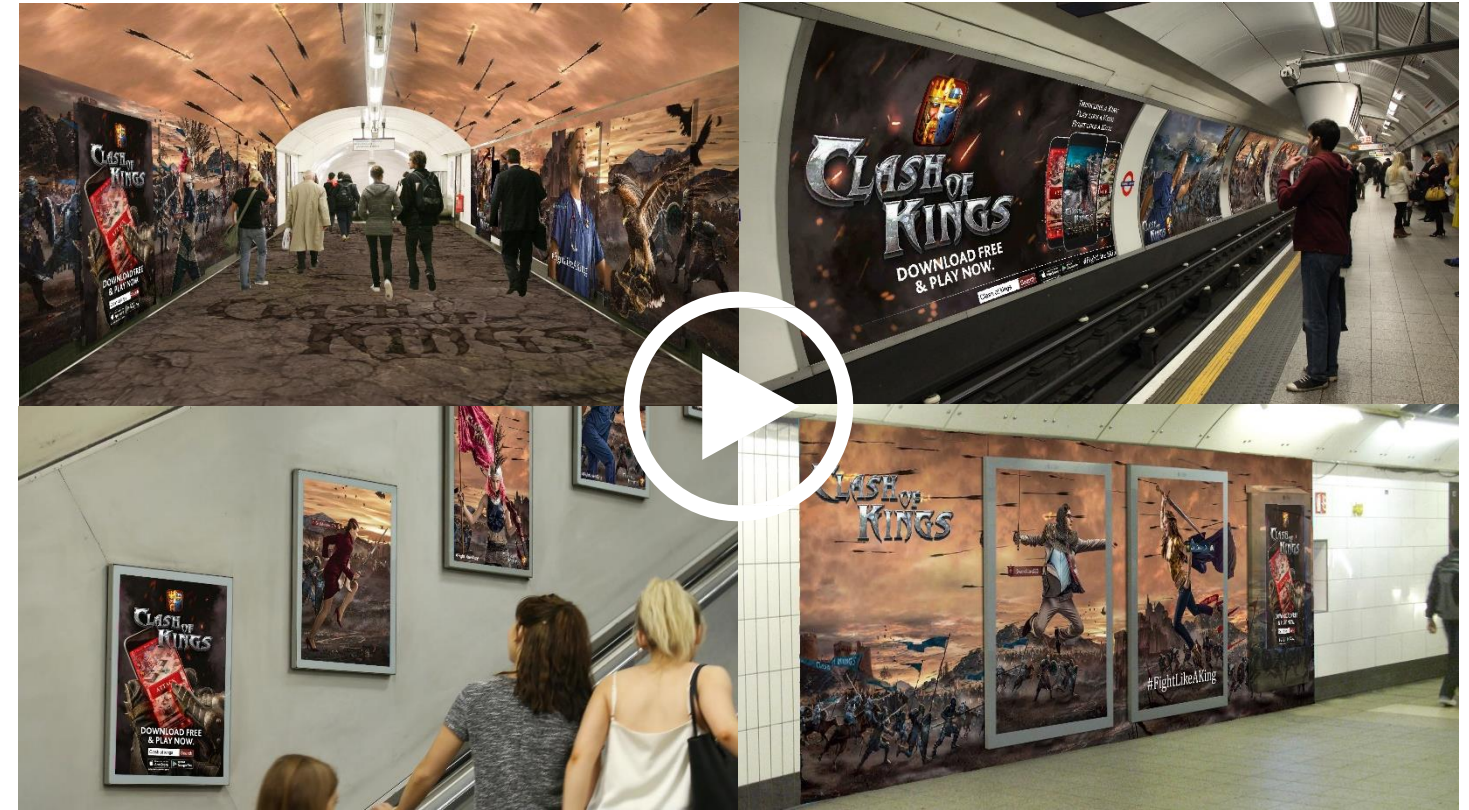
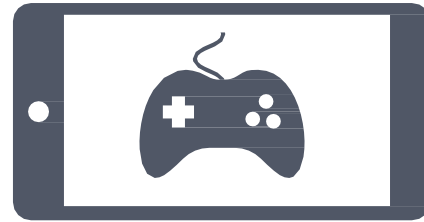


Clash of Kings

Case Study

Challenge

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



The Results

69%

of London Tube users recalled the Cross-Track Domination for Clash of Kings

66%

of those who recalled the Cross-Track Domination saw it several times a week

63%

of Tube users who recalled the Clash of Kings Cross-Track Domination have interacted with the brand during the course of the campaign



Clash of Kings

Case Study

Impactful Cross-Track domination at Oxford Circus delivers high level of ad recall

THE EXECUTION

In June 2016, the Clash of Kings ran a multi-media advertising campaign, creating a unique immersive experience at Oxford Circus. The activity included a Cross-Track Domination, Digiwalls, Silver Centres, a 360 Corridor Wrap and full Escalator runs on both static and digital formats. This 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

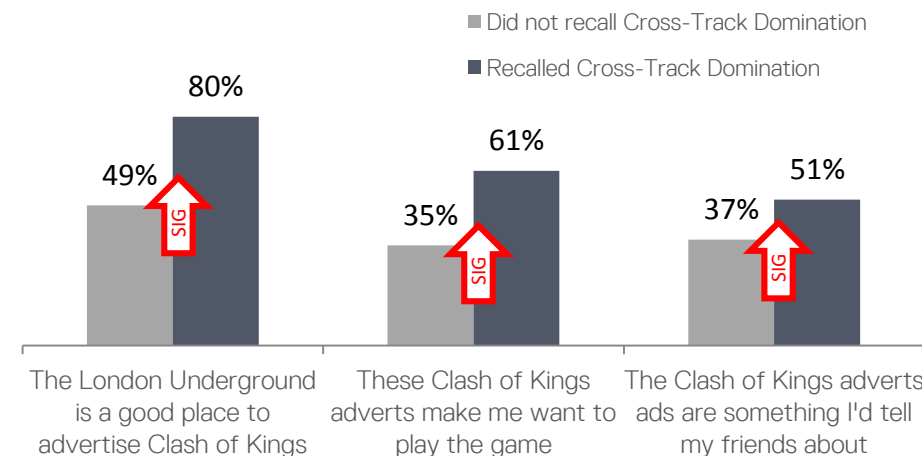
The Cross-Track Domination at Oxford Circus proved highly impactful, being recalled by nearly three quarters of Tube users. Those who recalled the ads were significantly more likely to have positive perceptions of the Clash of Kings ads or to have taken action by searching, downloading or talking to others about the game.



- 77%** of London Tube users recalled at least one of the Clash of Kings London Underground ads
- 69%** of London Tube users recalled the Cross-Track Domination
- 66%** of those who recalled the Cross-Track Domination saw it several times a week

Oxford Circus Cross-Track Domination drives positive campaign perceptions

London Tube users who recalled the Clash of Kings Cross-Track Domination were significantly more likely to perceive the campaign in a positive way



Base: London Tube Users; Recalled Cross-Track Domination (177), Did not recall any ads (65)

63% of Tube users who recalled the Clash of Kings Cross-Track Domination have interacted with the brand during the course of the campaign

- 23%** searched for Clash of Kings on the app store (vs. 3% who did not recall)
- 23%** looked at reviews for Clash of Kings online (vs. 8% who did not recall)
- 20%** have talked to someone about Clash of Kings (vs. 8% who did not recall)
- 14%** downloaded the Clash of Kings app and/or played for the first time (vs. 2% who did not recall)

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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