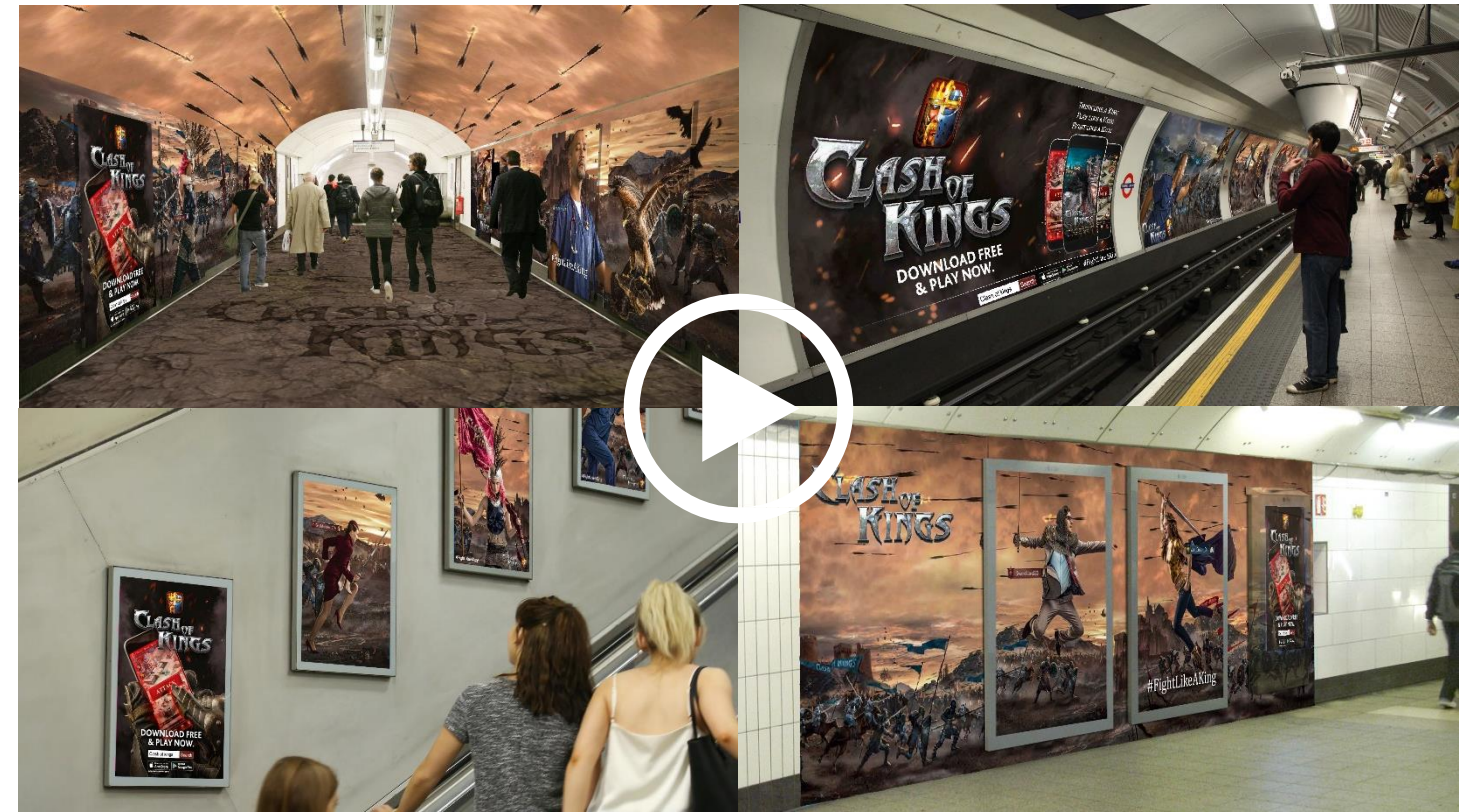
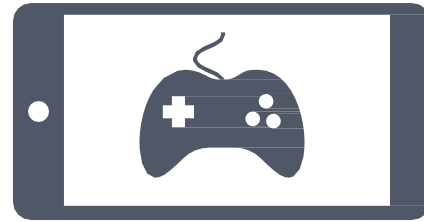


Clash of Kings

Case Study

Challenge

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



The Results

78%

of Tube users who recalled the Clash of Kings 360 Corridor Wrap at Oxford Circus have interacted with the brand during the course of the campaign

35%

Of Tube users who recalled the 360 Wrap searched for Clash of Kings on the app store



Clash of Kings

Case Study

The 360 Corridor Wrap at Oxford Circus works to impress commuters, driving people to interact online

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

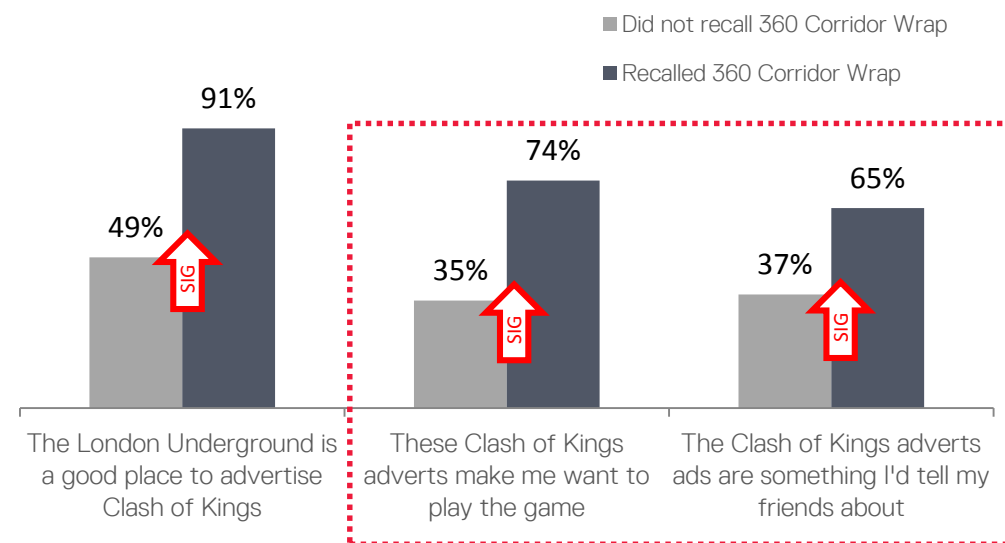
The centrally located 360 Wrap was core to the Clash of Kings campaign and proved to be extremely impactful with commuters. It stood out and captured the attention of Tube users, driving them to take action online.



- 77%** of London Tube users recalled at least one of the Clash of Kings London Underground ads
- 39%** of London Tube users recalled the 360 Corridor Wrap
- 61%** of those who recalled the 360 Corridor Wrap at Oxford Circus saw it several times a week

360 Corridor Wrap drives positive campaign perceptions

London Tube users who recalled the Clash of Kings 360 Corridor Wrap at Oxford Circus were significantly more likely to perceive the campaign in a positive way



Base: London Tube Users; Recalled 360 Corridor Wraps (100), Did not recall any ads (65)

78% of Tube users who recalled the Clash of Kings 360 Corridor Wrap at Oxford Circus have interacted with the brand during the course of the campaign

- 37%** looked at reviews for Clash of Kings online (vs. 8% who did not recall)
- 35%** searched for Clash of Kings on the app store (vs. 3% who did not recall)
- 29%** have talked to someone about Clash of Kings (vs. 8% who did not recall)
- 17%** 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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