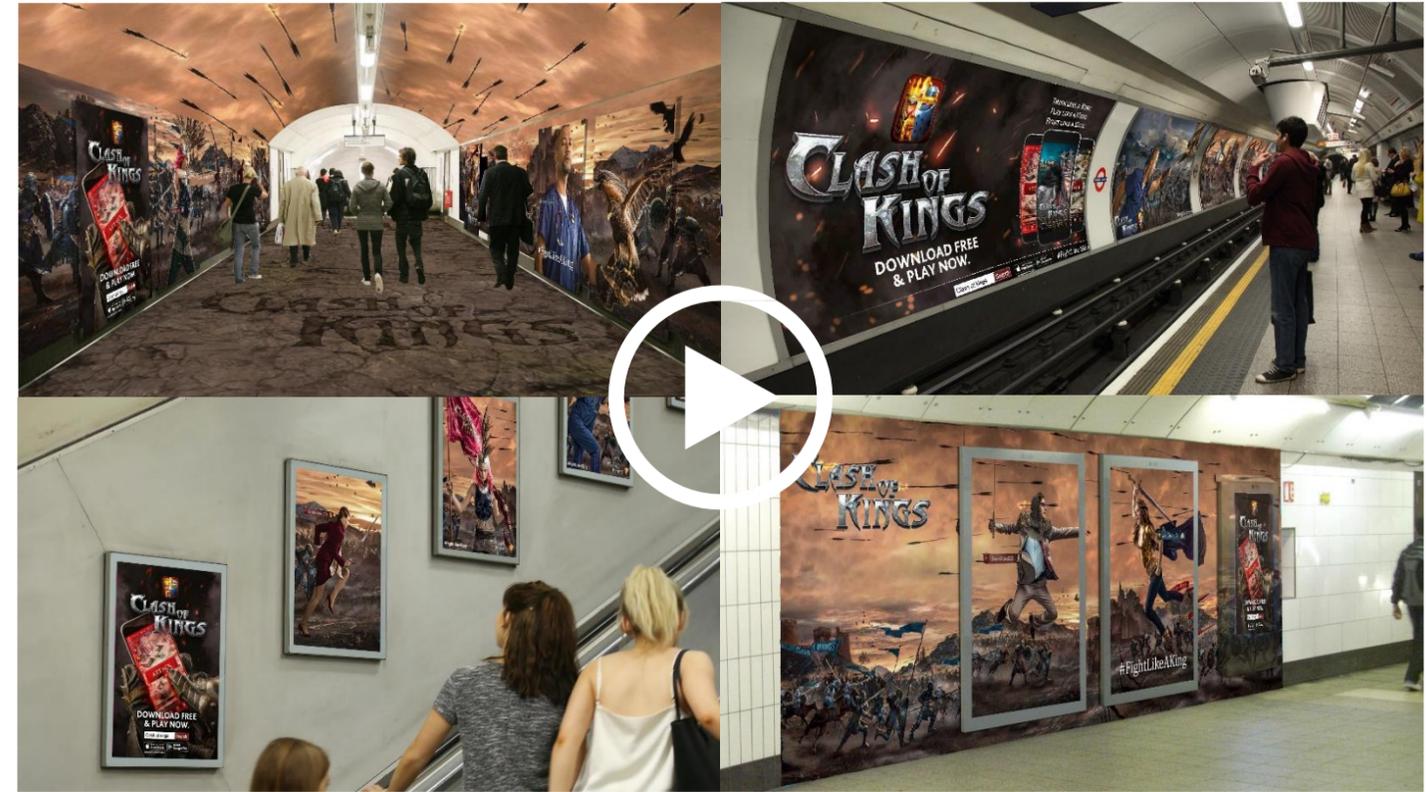


# Clash of Kings

## Case Study

### Challenge

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



### The Results

Creative formats such as Digiwalls and Silver Centres boost the effect of escalator panels, making the campaign memorable for commuters

Silver Centres significantly increased consideration for Clash of Kings amongst those who recalled them

# 69%

Of Tube users who recalled Digiwalls interacted with Clash of Kings during the course of the campaign



# Clash of Kings

## Case Study



Multiple formats work together effectively to generate strong impact along corridors at Oxford Circus

### 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.

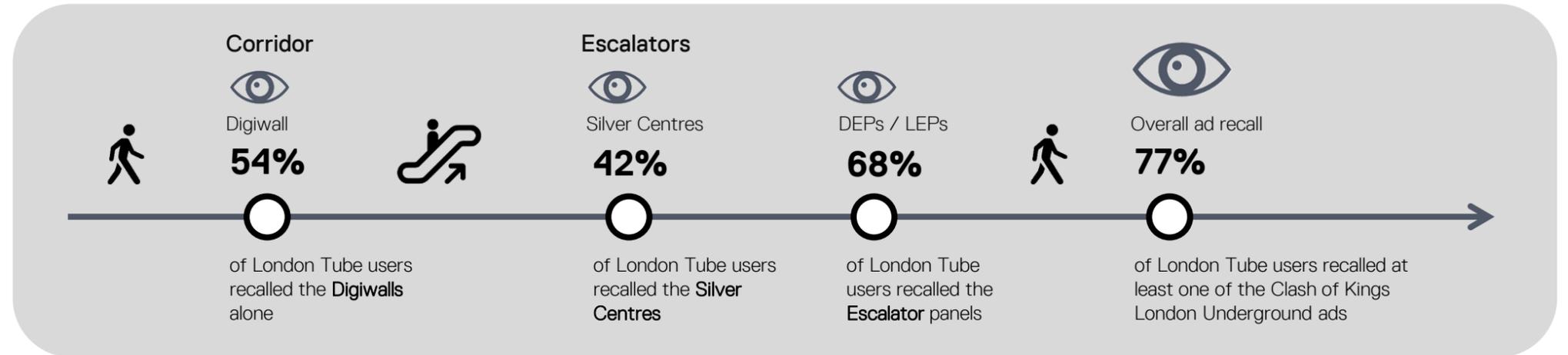
In order to capture the effectiveness of this campaign, we measured campaign metrics in association with Dipsticks Research. The sample consisted of 400 respondents:

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

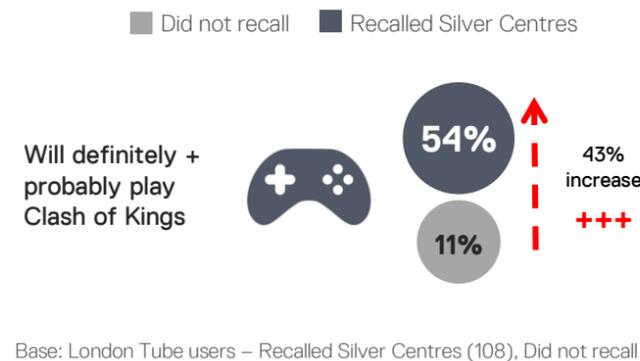
Digiwalls and Silver Centres worked effectively alongside Escalator ads to create a memorable experience at Oxford Circus. The ads drove awareness, consideration and interactions with Clash of Kings.

Creative formats such as Digiwalls and Silver Centres boost the effect of escalator panels, creating a memorable experience and driving awareness amongst the London Underground audience



### Silver Centres drive consideration

Consideration to play Clash of Kings increased significantly amongst those who recalled the Silver Centres.

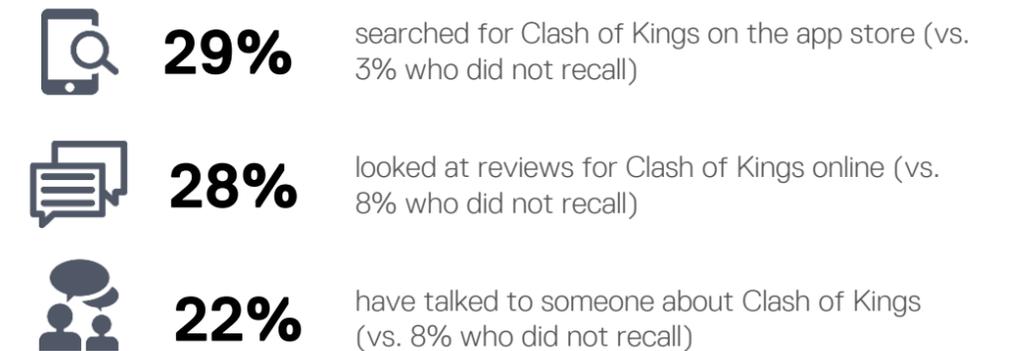


### CLIENT TESTIMONIAL

“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**

### Digiwalls drive interaction

69% of Tube users who recalled the Clash of Kings Digiwalls have interacted with the brand during the course of the campaign



### CONTACT

For more information regarding advertising campaigns with Exterion Media please contact [info@exterionmedia.co.uk](mailto:info@exterionmedia.co.uk)  
 0207 428 3609