

# Deans Properties

## Case Study

### Challenge

To drive action towards and consideration of an estate agents



### The Results

**46%**

of target city respondents looking for a property recalled the ads for Deans Properties

**52%**

of target city respondents that recalled the ads took action during the campaign towards Deans Properties in some way (vs. 6% who did not recall)

**54%**

of target city respondents who recalled the ads said they are likely to use Deans Properties in the next year (vs. 5% who did not recall)



# Deans Properties

## Case Study

Exterion Media's campaign was used to drive action towards and consideration of an Estate Agents

### THE EXECUTION

In 5<sup>th</sup> March – 23<sup>rd</sup> December, an estate agents ran a campaign on an EM format Edinburgh.

They ran a campaign in Edinburgh on bus-rear format, with fieldwork taking place between the 1<sup>st</sup>-5<sup>th</sup> November 2018.

In order to capture the effectiveness of this campaign, we measured campaign metrics in association with Dipsticks Research. The sample consisted of 1226 UK adult respondents:

#### 200 Test - Target city respondents

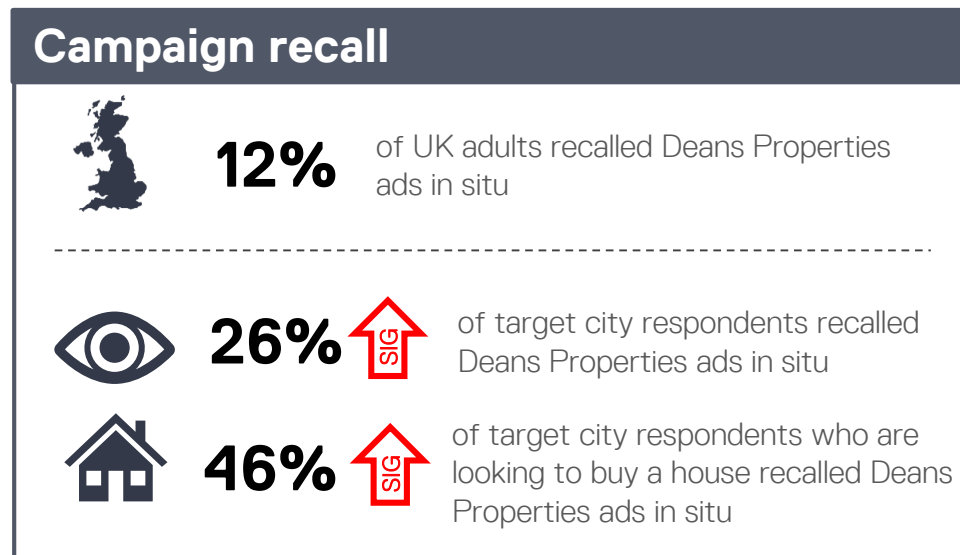
- All live, work or visit Edinburgh at least 3 x per week

#### 1026 Control – UK adult respondents

- All cannot live, work or visit Edinburgh 3x a week or more

### THE RESULTS

Deans Properties campaign on Exterion Media's Bus rear format was highly successful at driving action towards the brand in the target city, whilst also significantly positively impacting future consideration.

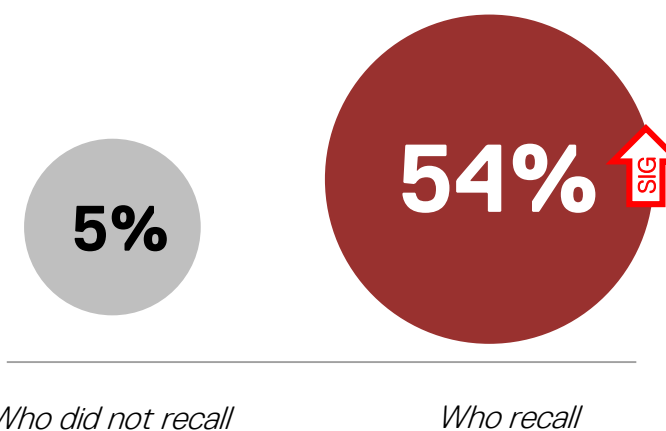


Base: UK adults (1026) Target city respondents (200) Target city respondents looking for a house (54)

### FUTURE CONSIDERATION

A significant increase in future consideration is evident amongst target city respondents that recall the ads, with further increase evident in consideration amongst those that use the bus

*Will definitely/probably/possibly use Deans Properties in the next few years*

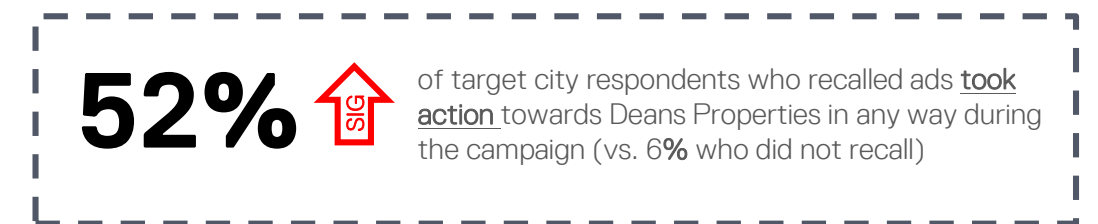


Base: Target city no recall (148), Target City recall (52),



### DRIVING INTERACTION

Action towards Deans Properties was significantly higher amongst those who recalled the ads in the 9 month campaign period



**35%**

of target city respondents who recalled the ads **discussed** Deans Properties during the campaign (vs. 1% who did not recall)



**23%**

of target city respondents who recalled the ads **interacted online** with Deans properties during the campaign (vs. 3% who did not recall)



**15%**

of target city respondents who recalled ads **spoke to someone at/visited** Deans Properties during the campaign (vs. 1% who did not recall)

Base: Target city recall (52), Target city no recall (148)

### Testimonial

### CONTACT

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