

# CASE STUDY

## Zoopla – London Bus Campaign



### Key Take Outs

#### THE RESULTS

Post campaign, Zoopla saw the highest levels of saliency for both brand and advertising awareness vs. competitors. Demonstrating the power of an 'Always On' strategy using London Bus.

57% of those exposed to the Bus ads recall Zoopla unprompted, demonstrating clear campaign messaging

Awareness of the Zoopla Bus ad increased in line with the level of exposure to the campaign

Bus ads drove traffic online; the test group were 65% more likely to search properties online using Zoopla

In particular, high exposure to trusted Iconic ads has given Zoopla increased standout  
- 60% trust advertising on an Iconic Routemaster bus

# CASE STUDY

Zoopla

'Always On' Strategy generates top of mind awareness

## THE CHALLENGE

Zoopla wanted to increase brand awareness and drive traffic online to their site. With the property market rocketing and rival competitors fighting to be the 'go to' most trustworthy site for property information, Zoopla needed to stand out.

## THE EXECUTION

In October 2014, we measured the impact of Zoopla's campaign on Iconic Routemasters & Supersides over the last 6 months.

To capture the effectiveness of this campaign, we measured campaign metrics in association with Dipsticks Research. The sample consisted of; 30% 18-34 years, 50% 35-54 years, 20% 55 years + to reflect the target audience.

The test group consisted of London residents & non-residents who visited central London in the past month (n= 399). Using a control of non-London residents – who have not visited within the past month (n=161).

## CLIENT TESTIMONIAL

"We have seen a significant increase in prompted and spontaneous brand awareness since investing in OOH across London. The biggest investment we have made in OOH in London has been a long-term holding on bus sides and on underground sheetage through Exterion. Whilst delivering an increase in brand awareness, this activity has also done something that is more difficult to quantify but equally valuable; it has helped transform Zoopla into one of London's iconic brands."

- Kyrenia Blanshard, Head of Brand Marketing, ZPG



## THE RESULTS

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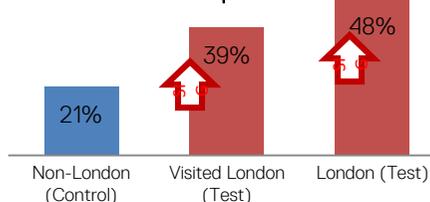
Spontaneous brand awareness of Zoopla is high, with a third of people recalling Zoopla as the first brand that came to mind when they thought of a property website.

A clear uplift was recorded between those exposed (test, 57%) vs. not exposed (control, 49%).

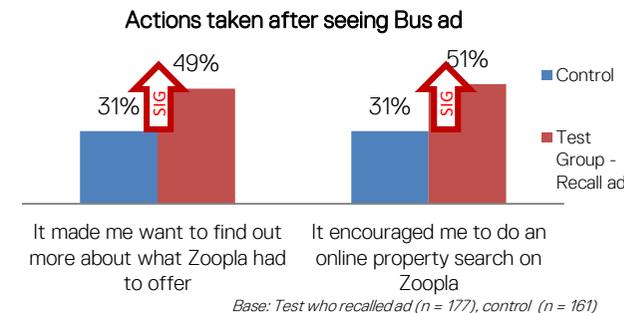
Awareness of the Zoopla Bus ad, increased in line with the level of exposure to the campaign

Awareness of Zoopla's Bus advertising was significantly higher amongst Londoners. This proves that an 'Always On' strategy has worked to increase awareness of Zoopla.

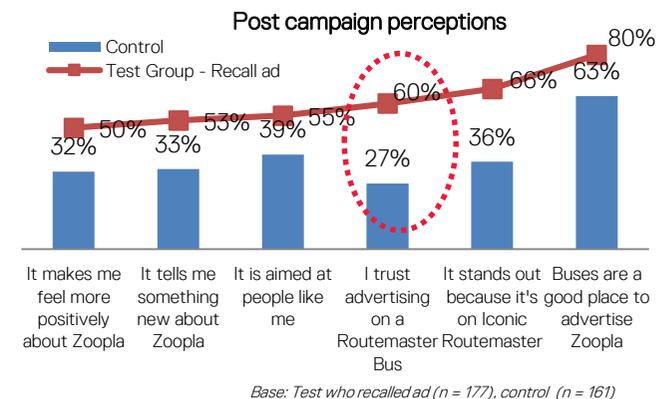
### Prompted awareness of Zoopla Bus ad



Bus ads drove traffic online; the test group were 65% more likely to search properties online using Zoopla



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## CONTACT

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Any mention of 'significance' made refers to statistical significance. Statistical significance is used to refer to a result that is unlikely to have occurred by chance and in this case is tested using chi-square.



Source: Dipsticks Research

