

CASE STUDY – 3

Breakfast Drinks Company



Key Take Outs

Bus advertising – used alongside TV & Radio – has a significant impact, working to improve brand perceptions, while also driving purchase consideration.

THE RESULTS

- Bus amplifies the effect of TV & Radio advertising - 2 in 5 describe the brand as cool and adventurous
- Nearly 1 in 5 of people who saw the Bus ads are likely to consider purchasing the breakfast drink product within the next month

CASE STUDY

Breakfast Drink

Bus advertising amplifies effect of campaign, driving brand positivity and purchase consideration

THE CHALLENGE

The breakfast drinks company wanted to raise brand awareness in the UK, specifically amongst their key audiences. They also hoped to make it an aspirational product for teenagers.

THE EXECUTION

In 2015, the breakfast drinks company ran a bus advertising campaign to raise national awareness of a new product. The medium was supported by a wider media campaign across press, pre-roll video and radio.

In order to capture the effectiveness of this campaign, we measured campaign metrics, in association with Dipsticks Research. The sample consisted of 600 respondents.

- All urban/suburban dwellers – 40% London, 45% key Urban cities, 15% elsewhere in the UK
- Audience 1: 16-34 yr olds (60% 16-20yrs), 33% never/rarely eat breakfast, 33% eat breakfast at home, 33% eat breakfast on the go/elsewhere
- Audience 2: head of household females with children aged 12-20yrs living at home

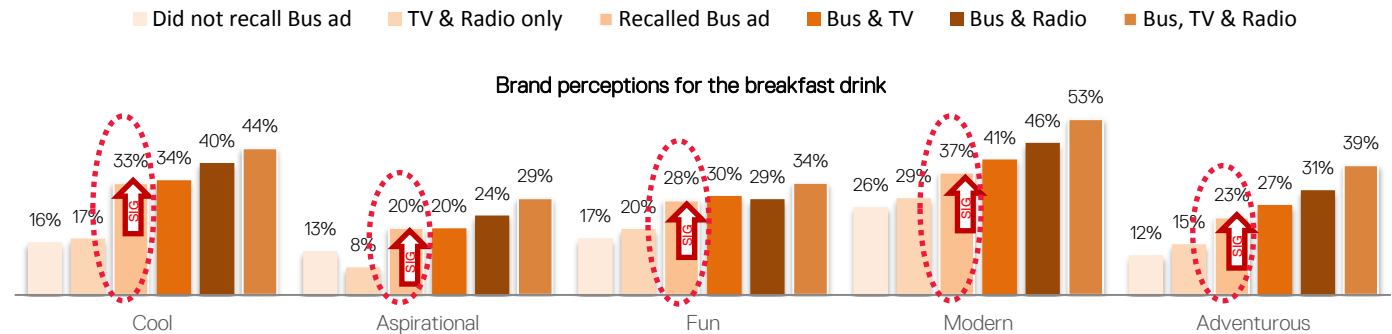
THE RESULTS

Ad recall significantly increases the likelihood to purchase the breakfast drink. There is also a positive shift in attitude towards the brand when ads are recalled, with those who saw the ad significantly likely to see the brand as cool and modern.



Bus advertising has a strong impact on brand perceptions

Positive statements about the brand increase when TV & radio are measured alongside bus advertising - 2 in 5 describe the brand as cool and adventurous, whilst more than half see it as modern

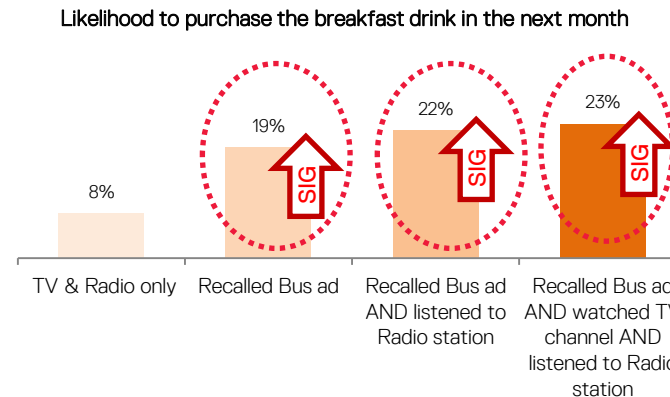


Base: Did not recall Bus (307), Recalled Bus (293), Recalled Bus and watched TV channel (194), Recalled Bus and listened to station (117), Recalled Bus and watched TV channel and listened to station (82), Recalled Bus and watched TV and listened to station and viewed social media site (80)

Purchase consideration is increased when people recall bus advertising

Consideration is high amongst people who recall the bus ad. Nearly 1 in 5 are likely to purchase the breakfast drink in the next month vs. less than 1 in 10 for TV/radio.

Moreover, bus advertising working in conjunction with other channels such as TV & Radio leads nearly 1 in 4 to consider purchasing the product within the next month.



Base: Did not recall Bus (248), Recalled Bus (275), Recalled Bus and listened to station (113), Recalled Bus and watched TV channel and listened to station (80), Recalled Bus and watched TV and listened to station and viewed social media site (78)

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