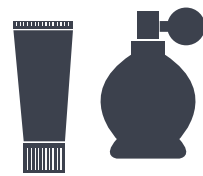


Fabled

Case Study

Challenge

To drive an increase in awareness and sales for Fabled



The Results

34%

of frequent Bus users recalled any of the Superside element of the Fabled campaign (vs. 16% of test respondents)

76%

of frequent Bus users who recalled the Superside element of the campaign took any action towards Fabled in the past 2 weeks (vs. 6% that did not recall)

56%

of frequent Bus users who recalled the Superside element of the campaign will definitely/probably purchase a Fabled product in the next few weeks (vs. 16% that did not recall)



Fabled

Case Study

Exterior Media's campaign was used to increase brand awareness for a beauty company, and to drive future interaction.

THE EXECUTION

Throughout March and April Exterior Media ran a campaign for a beauty company, Fabled, on Supersides in London.

The campaigns ran from 25th March- 7th April 2019, with online interviewing taking place between 4th April-17th April.

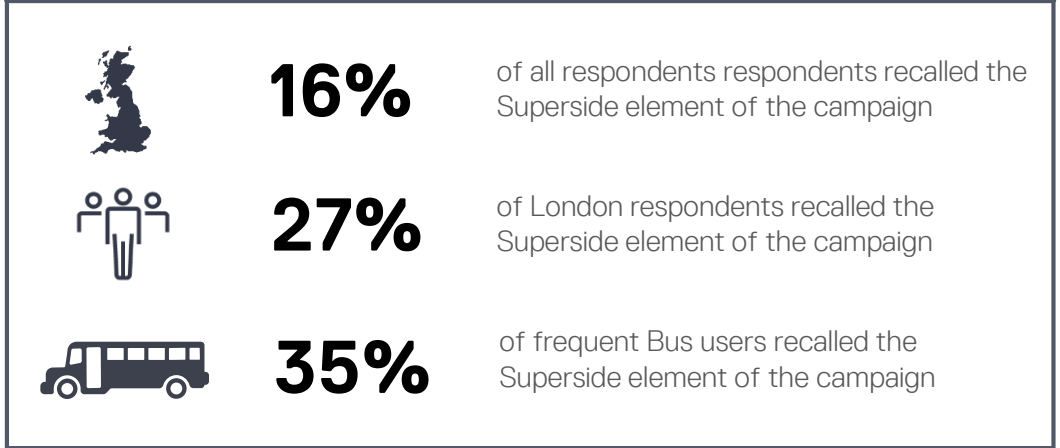
In order to capture the effectiveness of this campaign, we measured campaign metrics in association with Dipsticks Research. The sample consisted of 1270 respondent:

- 1050 Nationally representative respondents
- 220 London Boost respondents *All respondents to live/work/travel to London at least 3 x per week.*

THE RESULTS

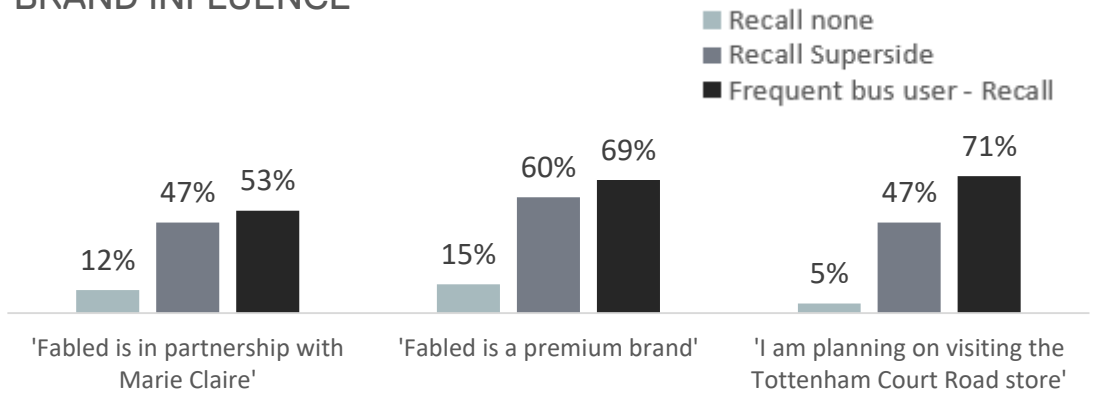
Exterior Media's campaign proved to be highly effective at driving positive action with Fabled, with those that recall the campaign significantly more likely to take any action toward the brand. Future consideration is also linked to campaign recall, with frequent bus users in the sample seeing increased positive consideration.

CAMPAIGN RECALL



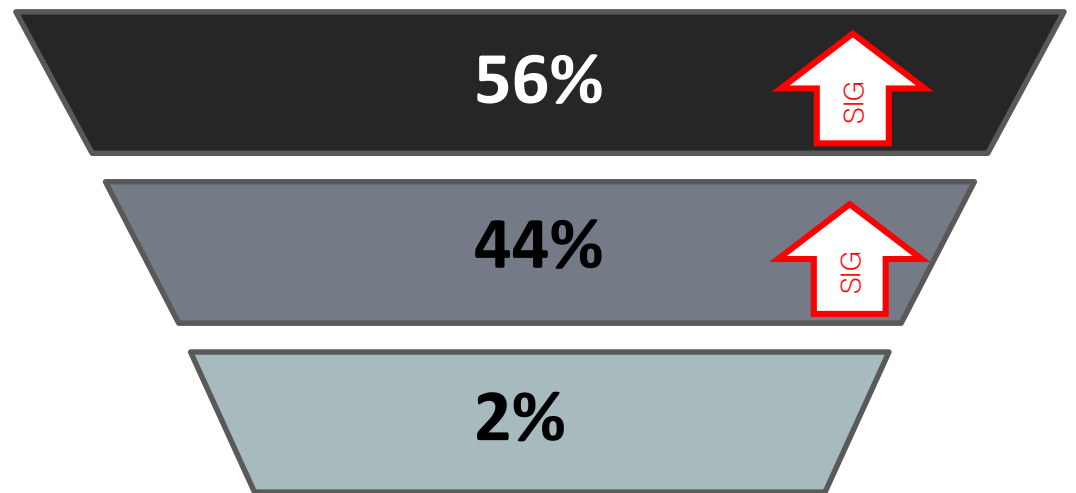
Base: All respondents (1270), London boost respondents (220), Frequent bus users (160)

BRAND INFLUENCE



FUTURE CONSIDERATION

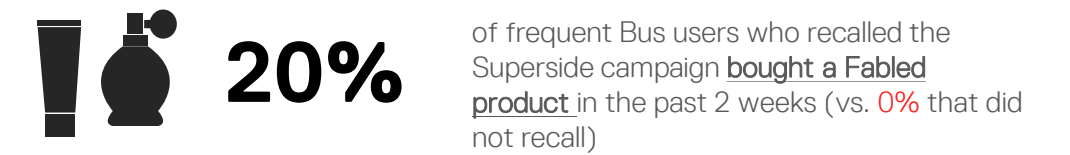
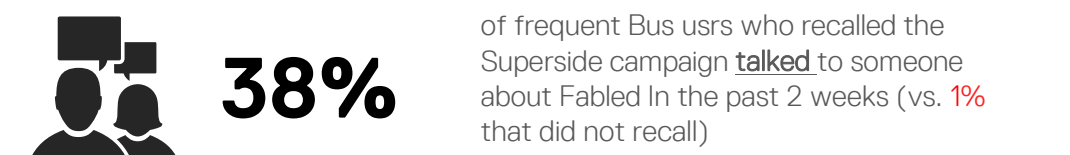
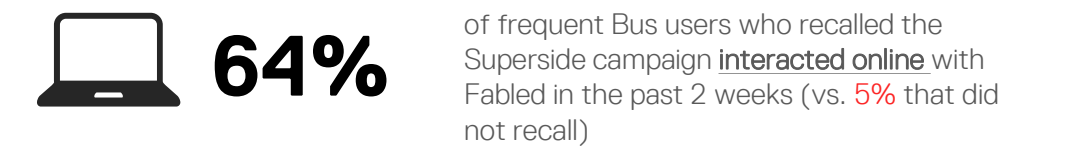
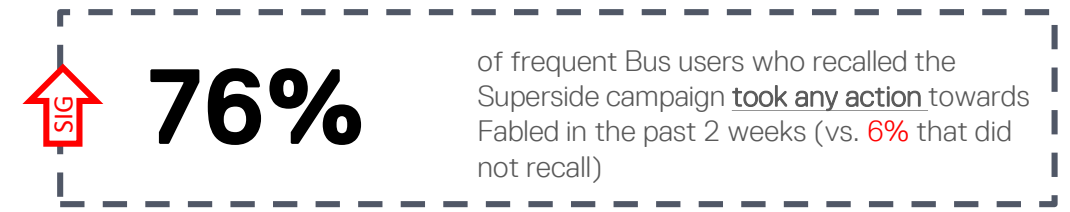
Will definitely/probably purchase from Fabled in the next few weeks



Base: Recall None (1067) Recall Superside (203) Frequent Bus users - Recall (55)



Respondents who recalled the Exterior Media Superside campaign took action in the following ways:



Base: Recall None (1067) Frequent Bus users who recall(55)

CLIENT TESTIMONIAL

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CONTACT

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