

CASE STUDY – 1

Fashion Retailer



Key Campaign Take Outs

Exposure to Out of Home advertising has a significant impact on:

- Brand awareness
- Ad recall
- Brand preference
- Purchase consideration

THE RESULTS

- Ad exposure had a **direct impact** on action taken towards the fashion retail brand
- Those who recalled seeing either of the OOH adverts were significantly more likely to have **visited one of the fashion retailer's stores** in the past two weeks
- Significant increase in spontaneous advertising awareness in Test areas

CASE STUDY

"The fashion retailer is a young and affordable brand. They are fashion forward and have some edgy designs"
Respondent



Fashion Retailer

The Out of Home advertising campaign had a significant impact on action towards the brand.

THE CHALLENGE

A successful high street fashion retailer, wanted to raise brand awareness and drive footfall to stores in key cities throughout the UK.

THE EXECUTION

In 2015, the fashion retailer ran an Out of Home advertising campaign to amplify the TV advertising that was also running for the brand. The Out of Home campaign could be seen in London Underground stations, on buses, as well as, in shopping malls.

In order to capture the effectiveness of this campaign, we measured campaign metrics, in association with Dipsticks Research. The sample consisted of 800 female respondents aged between 18-39 years.

- Test Sample: 37.5% London, 37.5% key Urban cities
- Control Sample: 25% other UK cities

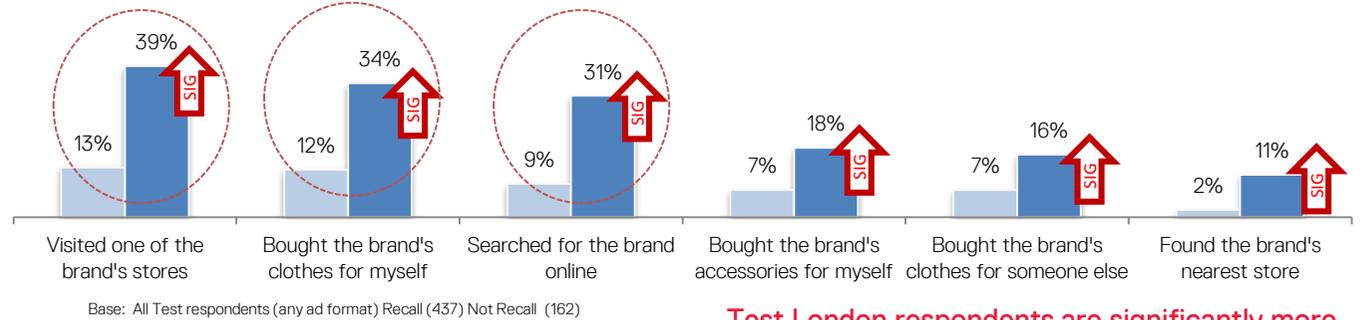
THE RESULTS

Increased spontaneous ad awareness was found in Test areas, with Test London respondents being significantly more likely to recall advertising for the brand. Those who recalled the advertising were also more likely to have made a purchase from the fashion retailer within the last two weeks.

Those who recalled seeing either of the ad placements were significantly more likely to have made a purchase from the fashion retailer in the past two weeks.

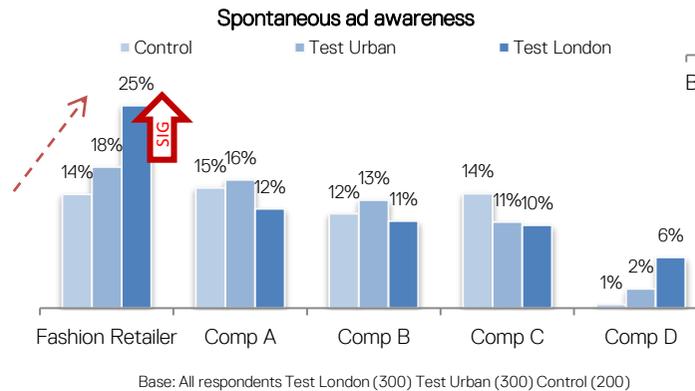
Ad recall had quite an impact on recent interaction with the fashion retail brand. Respondents who recalled the ads were significantly more likely to have visited one of the retailer's stores, bought clothes for themselves or searched for the brand online.

Recent interaction with the fashion retailer

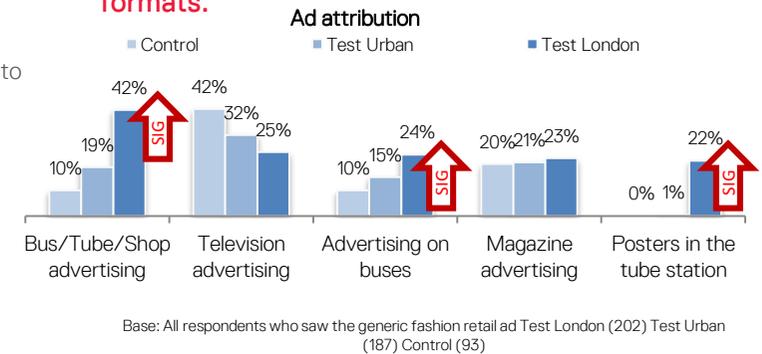


Spontaneous ad awareness was significantly higher for those in the Test London group.

Ad awareness was higher in both Test areas when compared to the Control group, with 1 in 4 Test London respondents spontaneously recall the fashion retailer's advertising.



Test London respondents are significantly more likely to attribute the advertising to bus and tube formats.



CONTACT

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