

CASE STUDY

Classic Whiskey Brand



Key Take Outs

THE RESULTS

People using the LU, and in particular frequent Tube users, were much more likely to recall this classic whiskey brand, and were also more likely to go out and purchase the product.

Prompted brand awareness of this whiskey is highest for frequent Tube users (97%).

Whiskey is the most recalled brand advertised – driven by long-term LU advertisements.

2/3 frequent Tube users have seen the classic whiskey advertisements.

73% of those who saw the LU ads are likely to consider purchasing this whiskey brand drink in the future.

CASE STUDY

“This whiskey is a stylish brand (the posters look very arty & stylish). That whiskey is a refined drink”
Research Respondent

Classic Whiskey Brand

Timeless LU ads drive alcohol purchasing and keep legacy alive

THE CHALLENGE

This whiskey brand wanted to bring the story & heritage of their brand to life, and position their classic whisky as the go-to brand for Tube users who enjoy a nice drink.

THE EXECUTION

Between Oct-Nov 2014, the whiskey brand ran an ad campaign to promote their famous whiskey on the London Underground (LU).

In order to capture the effectiveness of this campaign, we measured campaign metrics, in association with Dipsticks Research. The sample consisted of 600 adults 18+, 75% males and 77% ABC1.

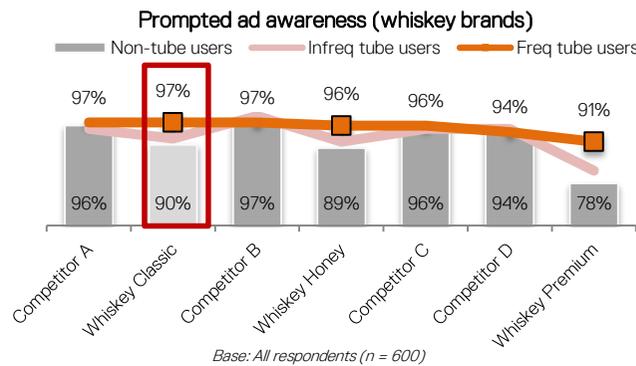
The test group consisted of frequent Tube users who use the Tube at least once a week (n = 300) & less frequent Tube users (n = 192), and the control group was made up of people who never use the Tube (n = 108).

THE RESULTS

People using the LU, and in particular frequent Tube users, were much more likely to recall the classic brand, and were also more likely to go out and purchase the product as a result of seeing the LU advertising.

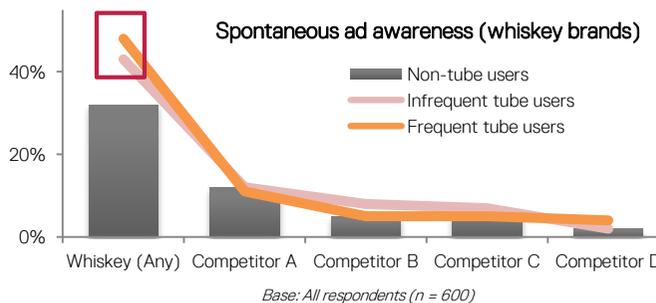
Prompted brand awareness of this whiskey is highest for frequent Tube users

All of this whiskey's different brands advertised on the Tube posted significantly higher awareness levels. Awareness of this brand (Whiskey Classic) is particularly higher than those not exposed to Tube ads.

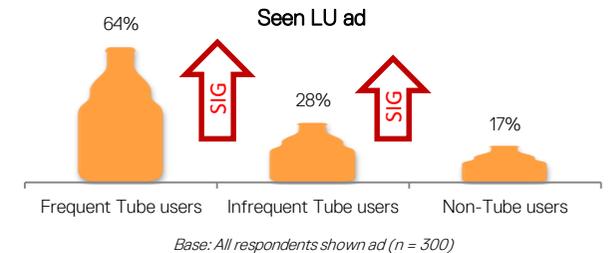


Whiskey is the most recalled brand advertised – driven by long-term LU ads

This whiskey brand was the most memorable alcohol brand advertised, even more so for Tube users given the brand's long-term LU ad strategy. The brand is more memorable than its main competitors.

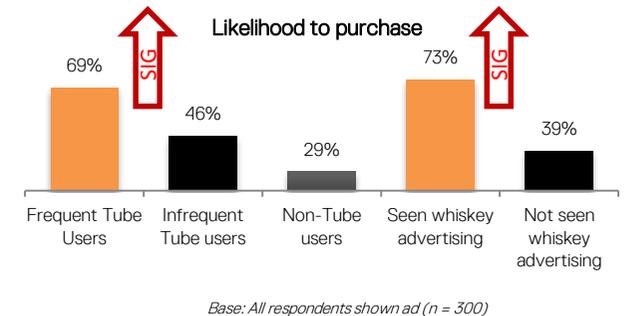


2/3 frequent Tube users have seen the classic whiskey ads



73% of those who saw the LU ads are likely to consider purchasing this whiskey brand drink in the future

7 in 10 frequent Tube users are likely to purchase this product, and this increases further among those who specifically recall seeing the advertisement.



CONTACT

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