

# CASE STUDY

Online takeaway provider



## Key Take Outs

### THE RESULTS

The results show that awareness and propensity to use the online takeaway provider is higher in test areas and significantly higher for frequent public transport users – across the UK – than the control group.

**The creative stood out – ad recall is significantly higher amongst those exposed to OOH campaign**

**74% of those who saw the Exterion OOH have ordered food from the online takeaway provider**

**1/3 who had ordered a takeaway online will now consider purchasing from the online takeaway provider**

**53% of those exposed to OOH campaign are more likely to search online for the online takeaway provider**

# CASE STUDY - Online takeaway provider

National OOH campaign drives online traffic and consideration to purchase

## THE CHALLENGE

The online takeaway provider aim to dominate the online takeaway market. There are a number of competitors growing their share within the market so the online takeaway provider created an ad campaign to drive awareness, increase sales online and consideration to purchase.

## THE EXECUTION

Between Oct-Nov 2014 the online takeaway provider ran a campaign using national Bus interiors, London Underground (tube station & TCPs) & train interiors.

In order to measure the effectiveness of this campaign, we measured campaign metrics, in association with Dipsticks Research. The sample consisted of 75% 18-44 year olds, 50% of whom were aged 18-34, to reflect the target audience.

Test areas included London (n = 300), other Urban Cities (n = 400) & a control group of (n = 300) selected from the rest of the UK.

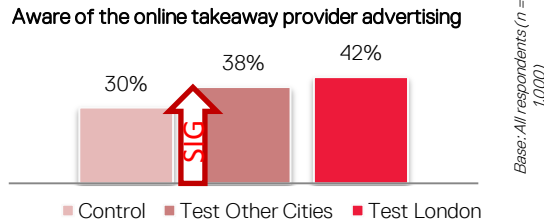
## THE RESULTS

The results show that awareness and propensity to use the online takeaway provider is higher in test areas and significantly higher for frequent public transport users – across the UK – than the control group.

The creative stood out – ad recall is significantly higher amongst those exposed to OOH campaign

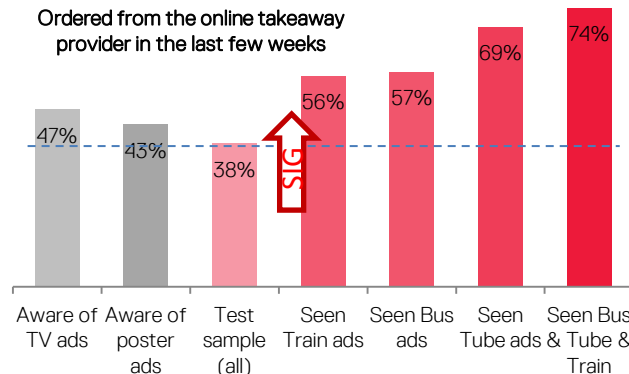
Test groups are on average twice as likely to spontaneously recall a the online takeaway provider ad ahead of any other brand (vs. control group).

Prompted awareness of the online takeaway provider advertising is higher in test areas compared to the control group.



When compared to the competitor set, it is second only to takeaway giant Domino's and is ahead of competitor brands like House and takeaway.com.

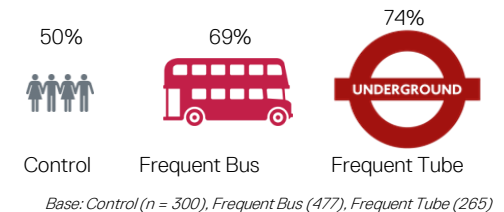
Those who saw the Exterior OOH campaign were more likely to have ordered from the online takeaway provider



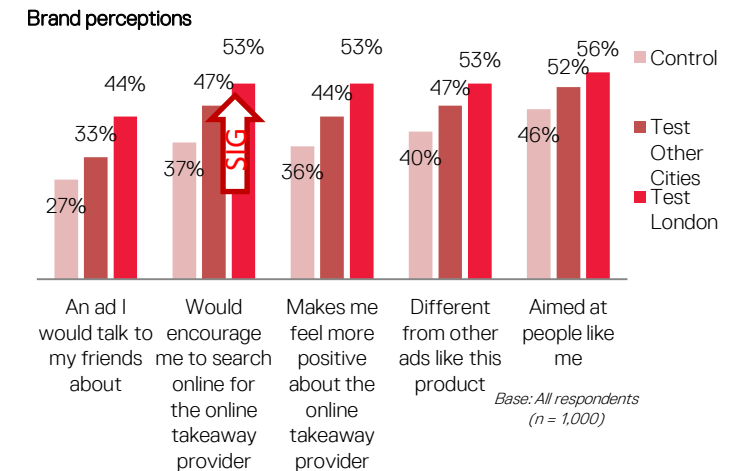
1/3 who had never ordered a takeaway online will now consider purchasing from the online takeaway provider

In particular the Bus and Tube users are significantly more likely to use the online takeaway provider in the future - compared to the control group

**Likely to order a takeaway from the online takeaway provider**



Those exposed to OOH campaign are more likely to search online for the online takeaway provider



## CONTACT

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