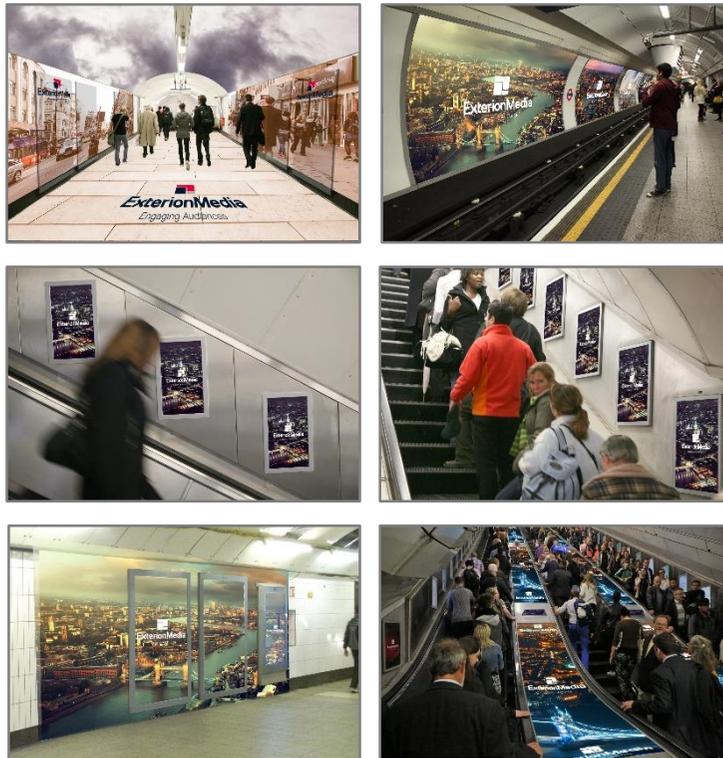


CASE STUDY - 3

Mobile Gaming App



Key take outs

The London Underground ads resonated with mobile gamers in particular, but also drove consideration amongst non-gamers

THE RESULTS

- 77% of London Tube users recalled at least one of the Mobile Gaming App ads in the London Underground multi-media campaign
- More than 3 in 5 frequent mobile gamers agreed that the Mobile Gaming App adverts made them want to play the game

CASE STUDY

Mobile Gaming App

The London Underground ads resonated with **mobile gamers** in particular, driving consideration

THE CHALLENGE

The Mobile Gaming App wanted to improve brand awareness and persuade people to take action towards the game, increasing usage amongst commuters.

THE EXECUTION

In June 2016, the Mobile Gaming App ran a multi-media advertising campaign, which consisted of a variety of different formats that worked to create a unique immersive experience at Oxford Circus. This activity was complemented by a burst of activity on central London DEPs.

In order to capture the effectiveness of this campaign, we measured campaign metrics in association with Dipsticks Research. The sample consisted of 400 respondents:

- All males
 - 61% 25-34 years and 39% 35-44 years
- Test Sample: London Tube users
Control Sample: Non-Tube users who live outside London

THE RESULTS

Multiple formats worked together effectively to increase awareness and improve consideration. The ads resonated with frequent mobile gamers especially, but also drove significant levels of consideration amongst non-gamers.



 **77%**

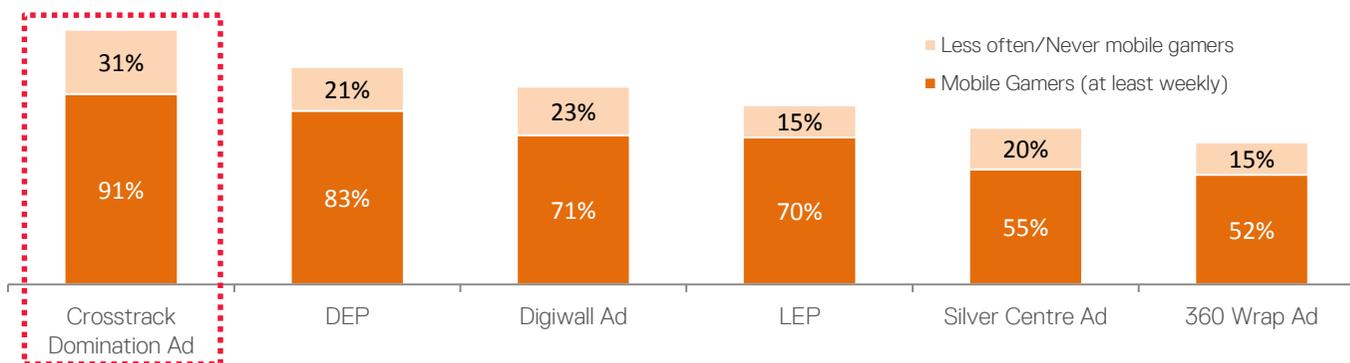
of London Tube users recalled at least one of the Mobile Gaming App ads on the London Underground

 **84%**

of those who recalled saw three or more of the ads

The London Underground campaign resonated with mobile gamers, who were significantly more likely than non-gamers to recall the ads. Nonetheless, ad recall levels were significant for non-gamers as well

This highlights the success of the station domination, with multiple formats working together effectively to drive awareness levels. The cross-track domination and DEPs stood out in particular, with a third of **non-mobile gamers** recalling the ads.



Base: Test Weekly+ Mobile Gamers (164) Less often/Never mobile gamers (91)

The ads drove consideration amongst mobile gamers especially, but worked to persuade non-gamers as well

 **66%**

of frequent **mobile gamers** agreed that the adverts for the Mobile Gaming App made them want to play the game

 **36%**

of people that had never played the Mobile Gaming App before agreed

 **23%**

of **non-mobile gamers** agreed

CONTACT

For more information regarding advertising campaigns with Exterion Media please contact

info@exterionmedia.co.uk 0207 428 3609

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.

