

# Banking brand

## Case Study

### Challenge

To drive interaction and brand perception and awareness using London Underground formats



### The Results

**49%**

of Tube users recalled the brand's advertising (vs. 18% of control respondents)

**71%**

of Tube users who recalled the campaign thought more positively about the brand as a result

**46%**

of Tube users who recalled the Lloyds Tube campaign say they are likely to bank with the brand in the next few months



# Banking brand

## Case Study

The Tube element of the campaign increased brand awareness and future interaction with the brand

### THE EXECUTION

In November 2018, a banking brand ran a campaign in London and the South of the UK, on National Rail and London Underground formats comprising of DEPs, Canary Wharf digital screens, 48 sheets and D6s.

The campaign ran from 22<sup>nd</sup> October – 5<sup>th</sup> November with interviewing taking place between 2<sup>nd</sup> – 11<sup>th</sup> November.

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

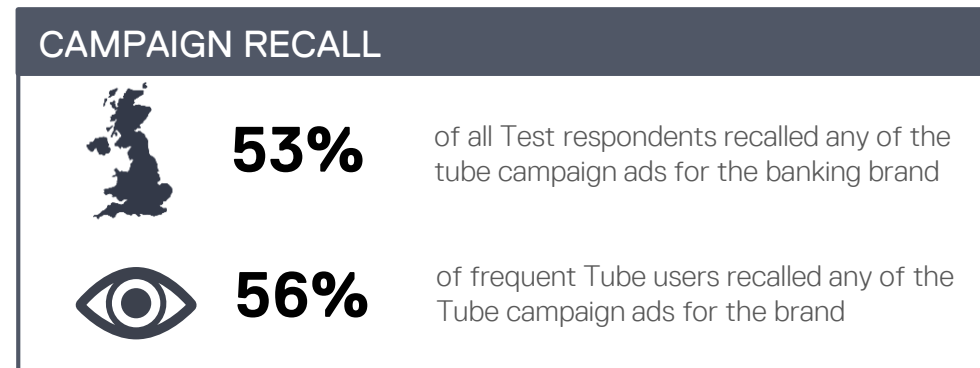
526 Exposed (Test) respondents:

- 316 Test London – respondents must live/visit London at least 3x per week. All to have used the London Underground in the last two weeks. All to use the London Underground a couple of times a week or more.
- 210 Test Rail – respondents must use GWR or SWR

176 Less exposed (Control) respondents – respondents cannot live/work/visit London in the past 3 months. All to have not used National Rail in the past 2 weeks.

### THE RESULTS

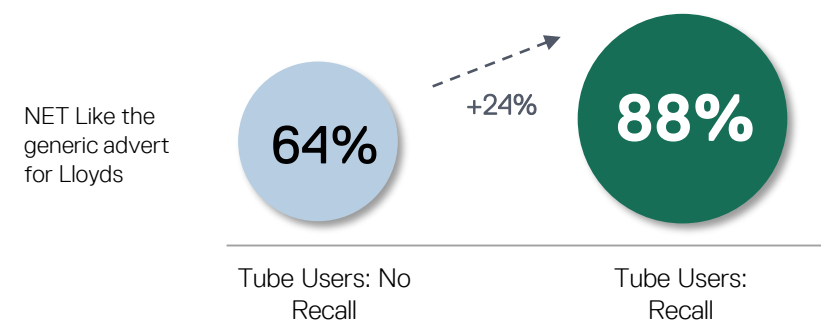
The campaign proved to be highly effective at improving awareness and driving future consideration with the brand. The campaign significantly boosted positive brand perceptions amongst respondents who recalled.



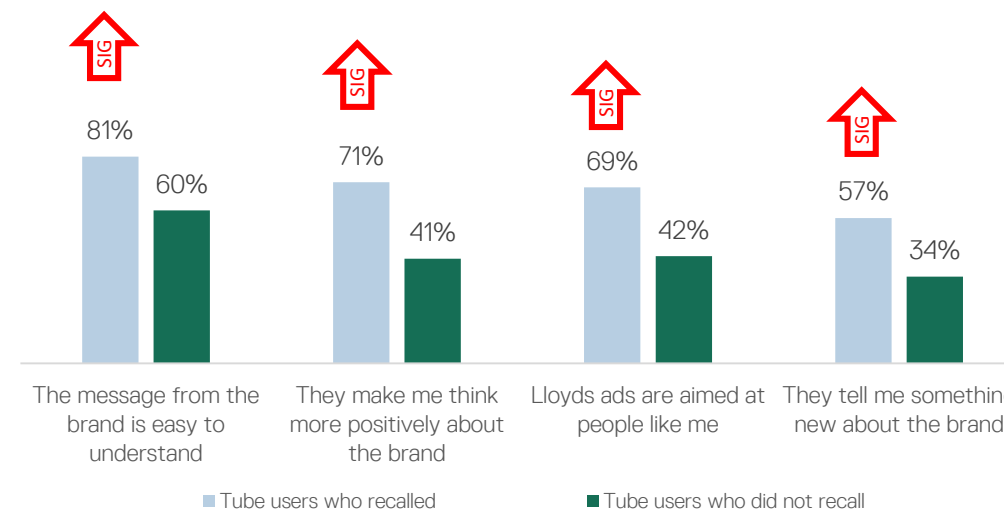
Base: Test combined (526), Frequent Tube users (97)

### POSITIVE BRAND AND AD PERCEPTIONS

Results show that the advertising campaigns were well received, driving positive perceptions of the ad amongst those who recalled.



Base: Tube users who did not recall (252) Tube users who recalled any (281)



Base: Tube users who recalled (281), Tube users who did not recall (252)

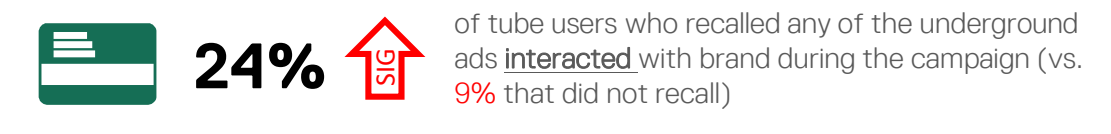
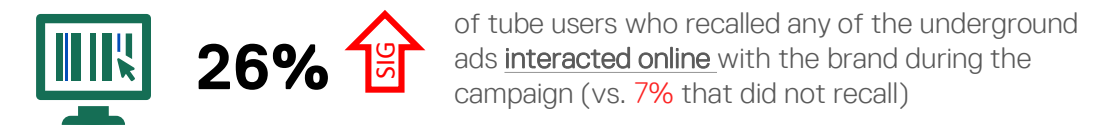
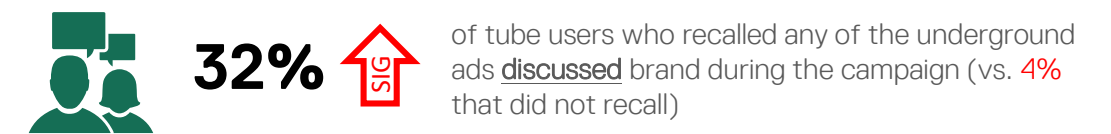
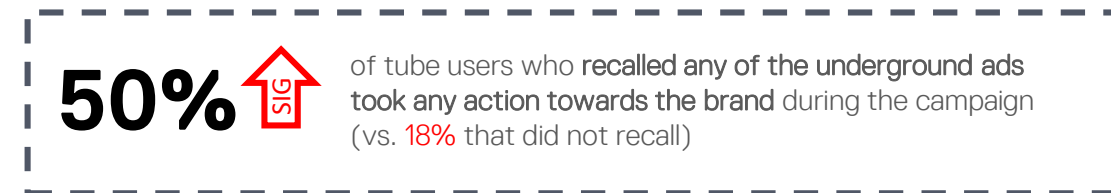
### CONTACT

For more information regarding advertising campaigns with Exterion Media please contact [info@exterionmedia.co.uk](mailto:info@exterionmedia.co.uk) 0207 428 3609



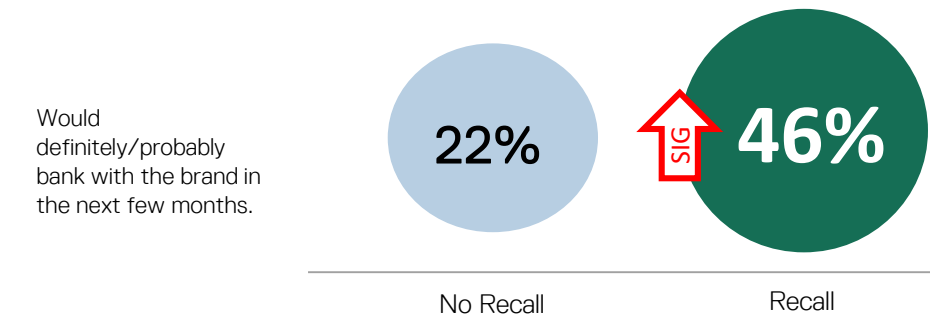
### DRIVING INTERACTION

Tube users who recalled the campaign took action in the following ways:



Base: Tube users who recalled (281) Tube users who did not recall (252)

### FUTURE CONSIDERATION



Base: Tube users who recalled any (281) Tube users who did not recall