



SURVEY & OOH CAMPAIGN

Brand Awareness Study

Challenge

Drive brand awareness for luxury automobile brand in a unique, experiential form of out-of-home advertising, then measure the impact the creative had throughout the campaign.

Solution

Fully detail a double decker bus at a golf tournament in Los Angeles that would be driving a highly congested route, then use a sophisticated survey model to measure the impact out-of-home had on brand awareness, as well as measure engagements with the bus using a moving viewshed attribution model.

+16% Brand Awareness
98% Confidence Rating

Of the pre and post campaign surveyed audience, we saw a 16% increase in brand awareness after the campaign.

Campaign Details

MARKET
LA Metro

TIMING
1/27 - 2/17

TACTICS
Audience Survey
Double-Decker Bus Wrap

Timeline



PRE-CAMPAIGN SURVEY

Prior to the campaign we surveyed 1,000 people in the same geographic location as the bus route, creating a control group for who would eventually be exposed.

BUS RUNNING

The bus ran after the pre-campaign survey and continued to run through the golf tournament, during which we gathered data within the viewshed as the bus ran.

GOLF TOURNAMENT

The tournament began as the bus was still running, during which we calculated the total engagements. At the end of the tournament the post-campaign study began.

POST-CAMPAIGN SURVEY

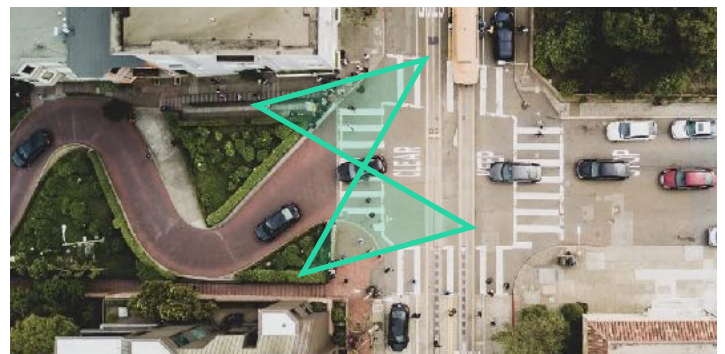
We surveyed 1,000 people of a similar make up to the pre-campaign survey to show an increase in brand awareness as a result of the ad. We also measured total exposure to the wrapped bus.

Methodology



GEO-FENCE

To create an accurate audience for the survey, we used an unrestricted demographic and modeled out the bus route and the area of the tournament, then expanded that area to the surrounding zip codes.



BUS VIEWSHED

We constructed a 100-foot hourglass viewshed around the vehicle and subtracted out any buildings. We then retraced the bus route around and collected all the devices that fell in the viewshed and had a high probability of exposure.

PART 1

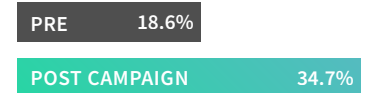
Survey Results

In order to test the effectiveness of the bus wrap in driving brand awareness and consideration, we ran a market survey for 1,000 respondents before the campaign started and then ran a post-campaign survey for another 1,000 respondents, modeling those results out for the market as a whole.

01 When you think of luxury auto brands, which of the following are you aware of?

Of all the survey respondents, there was a 16% increase in brand awareness that occurred over the pre-campaign result of 18.6%, which brought the overall brand awareness to 34.7%, an 87% lift in total.

+87% Lift



02 What of the following luxury automotive brands do you have a favorable opinion of?

Of all the survey respondents, there was a 15% increase in favorable opinion of Genesis as a luxury automotive brand that occurred over the pre-campaign result of only 6%, which brought overall favorable opinion to 22.3%, which was a total lift of 232%.

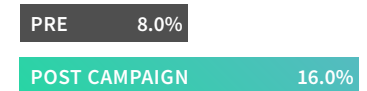
+232% Lift



03 How likely would you be to consider attending this tournament in the future?

With success characterized as answering “somewhat likely” or “very likely” to attend, we saw an 8% increase between the pre and post campaign groups, which was a 103% lift overall.

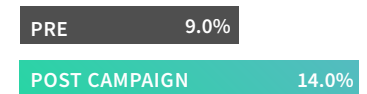
+103% Lift



04 How likely would you be to consider XXXX in the future?

Of all the survey respondents, there was a 5% increase in likelihood to attend the tournament that occurred over the pre-campaign result of 9.0%, which brought the overall likelihood to attend to 14%, a 58.9% lift in total.

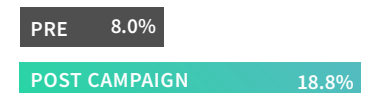
+58.9% Lift



05 How likely would you be to purchase XXXX in the future?

Of all the survey respondents, there was roughly a 10% increase in likelihood to purchase that occurred over the pre-campaign result of 8%, which brought the overall likelihood to purchase to 18.8%, a 129% lift in total.

+129% Lift



PART 2

OOH Campaign Results

62.8k

Unique Engagements

During the time the bus ran we recorded over 60k unique engagements with the bus.

14.7k

Unique Devices

Over the duration of the campaign we recorded over 14 thousand unique devices that were exposed.

3.85x

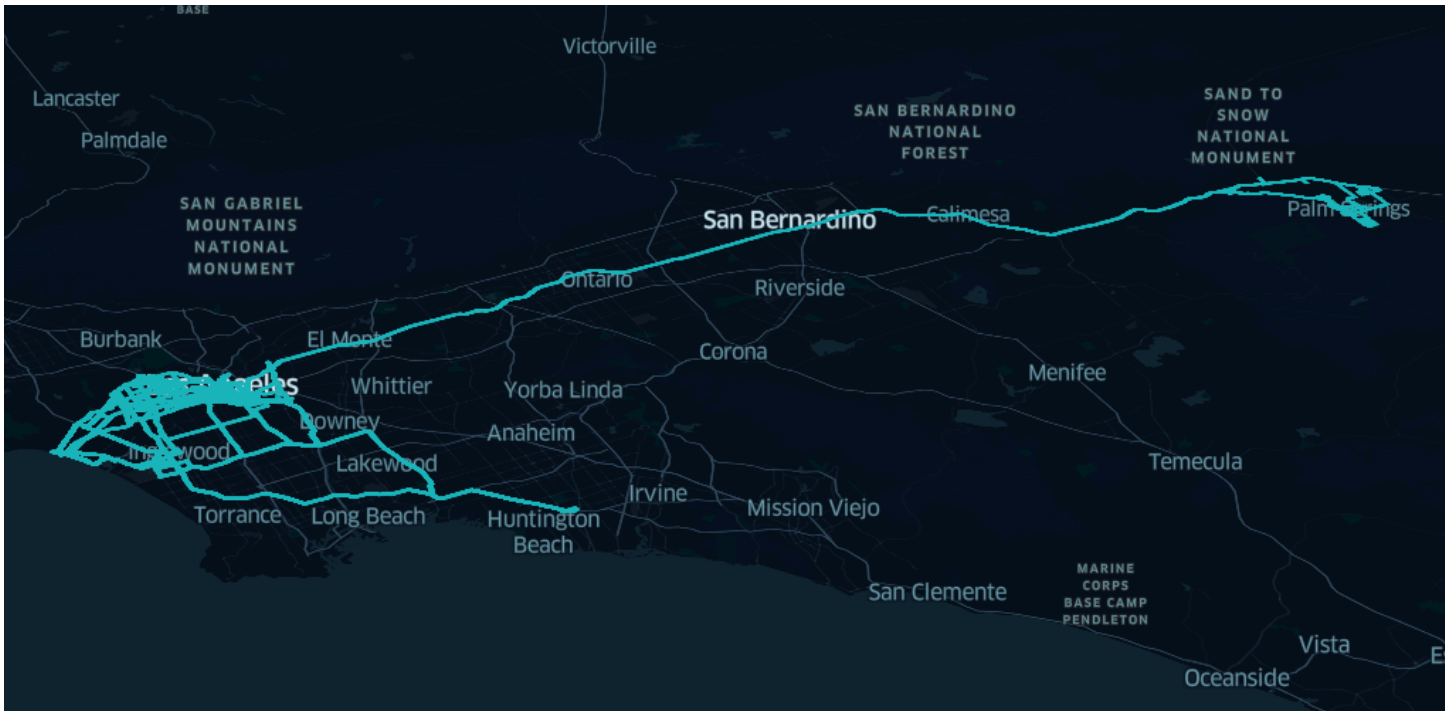
Frequency (Average)

The exposed devices showed a correlated lift of 3.2% in attendance to the tournament.

68%

Dealership visitors saw OOH

68% of the visitors to XXXX dealerships were exposed to the bus during the campaign.



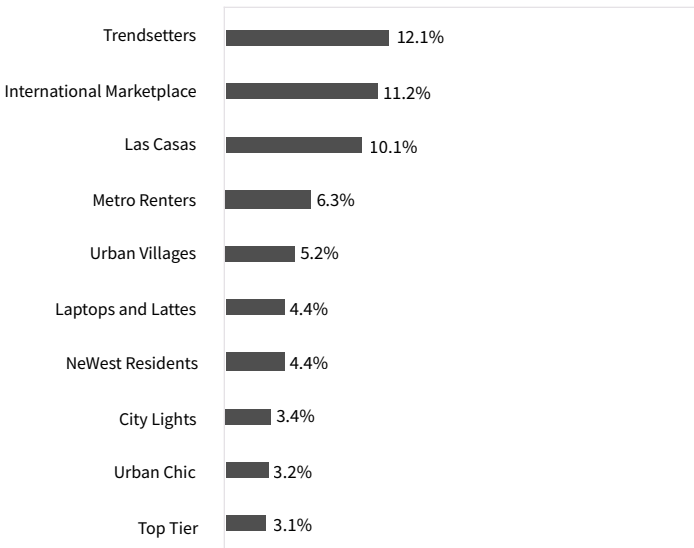
BUS ROUTE

The bus route ran from Jan 26 to Feb 27 along highly congested areas leading to the golf tournament, during which we retraced the bus route to collect all data on who was exposed and when.

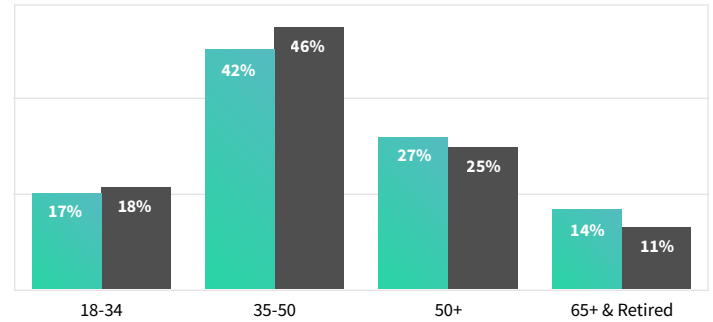
Audience Analytics

- Viewed OOH
- Viewed OOH & visited the tournament

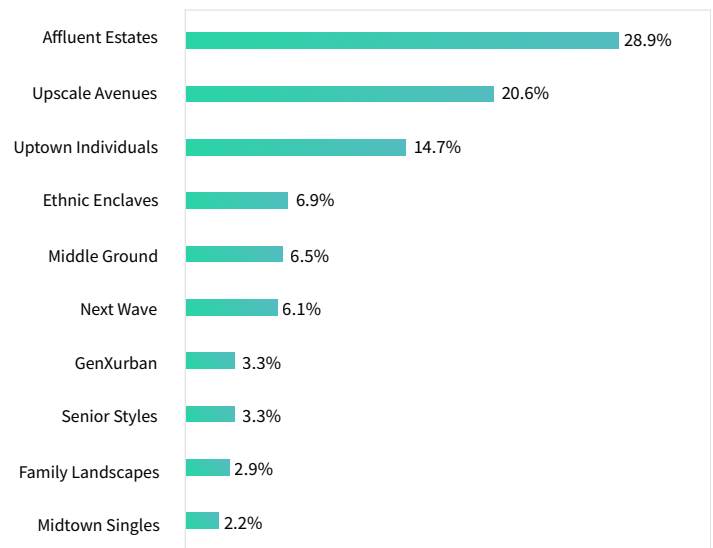
ESRI TAPESTRY GROUPS [Learn More](#)



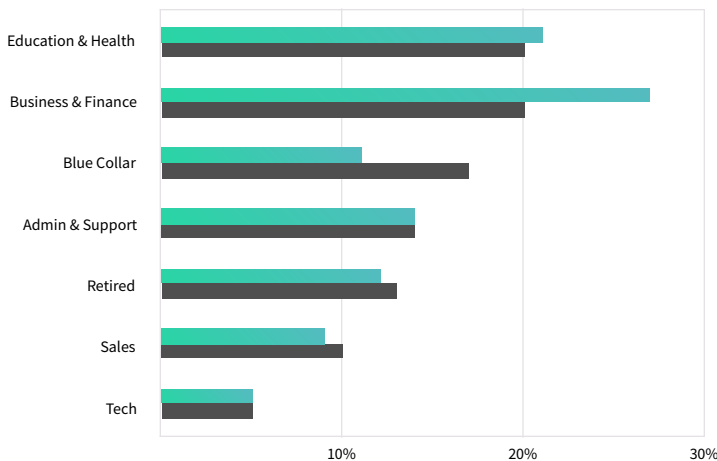
AGE



ESRI LIFEMODE GROUPS



OCCUPATION



INCOME

