

CASE STUDIES

JCDecaux



BRAND AND DIRECT RESPONSE CASE STUDY

MEDIA PLAN AND CAMPAIGN LAYOUT

	Oct 9 th	Oct 23 rd	Nov 6 th	Nov 20 th
Motion@LiverpoolStreet	4 WEEKS			
Rail Transvisions	4 WEEKS			
Rail digital 6-sheets	4 WEEKS			
Paid Search, Display, Social & Retargeting	ALWAYS ON			

MEDIA PLAN AND CAMPAIGN LAYOUT

	Motion	Transvision	Digital 6-sheet
Blackfriars		1	10
Cannon Street		1	7
Charing Cross		1	
City Thameslink			7
Euston		1	
Fenchurch Street		1	11
King's Cross		2	
Limehouse			1
Liverpool Street	4	2	11
London Bridge		2	
St Pancras		2	
Victoria		2	
Waterloo		2	

68
digital screens

26,788,000
all adults impressions

c. 80%
average ABC1 audience

METHODOLOGY

Campaign

09/10/2017 – 05/11/2017

Sample

300 Pre 200 Post

ABC1s

Regular rail commuters who commute at least 3 times a week through one of the target stations

Questionnaire

Online

Research Provider

ResearchBods



ACROSS THE FUNNEL

AWARENESS

+52%

BRAND AWARENESS

CONSIDERATION

+63%

AD AWARENESS

CONVERSION

+120%

ONLINE SESSIONS

LOYALTY

+240%

ONLINE NEW USERS

ADVOCACY

ACROSS THE FUNNEL

AWARENESS

CONSIDERATION

CONVERSION

LOYALTY

ADVOCACY

+7%

CONSIDERATION

+210%

ONLINE ACCOUNT CREATIONS

98%

OF ALL RECALLERS
ACTED IN SAME WAY

ACROSS THE FUNNEL

AWARENESS

CONSIDERATION

CONVERSION

LOYALTY

ADVOCACY

+100%

ONLINE TRANSACTIONS
DURING CAMPAIGN

+310%

ONLINE TRANSACTIONS
POST-CAMPAIGN

ACROSS THE FUNNEL

AWARENESS

CONSIDERATION

CONVERSION

LOYALTY

ADVOCACY

+4%

AVERAGE NPS SCORE

+12%

'STABLE'

ACROSS THE FUNNEL

AWARENESS

+38%

'EASY TO USE'

CONSIDERATION

+18%

'TRUSTWORTHY'

CONVERSION

LOYALTY

ADVOCACY

OVERALL LEARNINGS

- Strong ad recall – **1 in 3** – and respondents understood the ad messaging well
- Brand awareness rose by **+52%** and ad awareness rose by **+63%** pre to post
- Out-of-Home was well attributed – up **+35%** pre to post
- Key Wise Alpha **brand perceptions** were driven by the advertising, and the post group had a greater understanding of what the brand offering involves
- Consideration saw a **+7%** uplift
- Recommendation also went up, with Wise Alpha's NPS score improving by **+4%**
- Nearly all post respondents **acted as a result** of seeing the campaign – 98%
- Wise Alpha stats show that Online Sessions, New Users, Account Creations and Debit Card Funds all saw a **significant uplift** across all channels – Direct and Search