



CASE STUDY

FMCG INDUSTRY



BRITANNIA

BACKGROUND

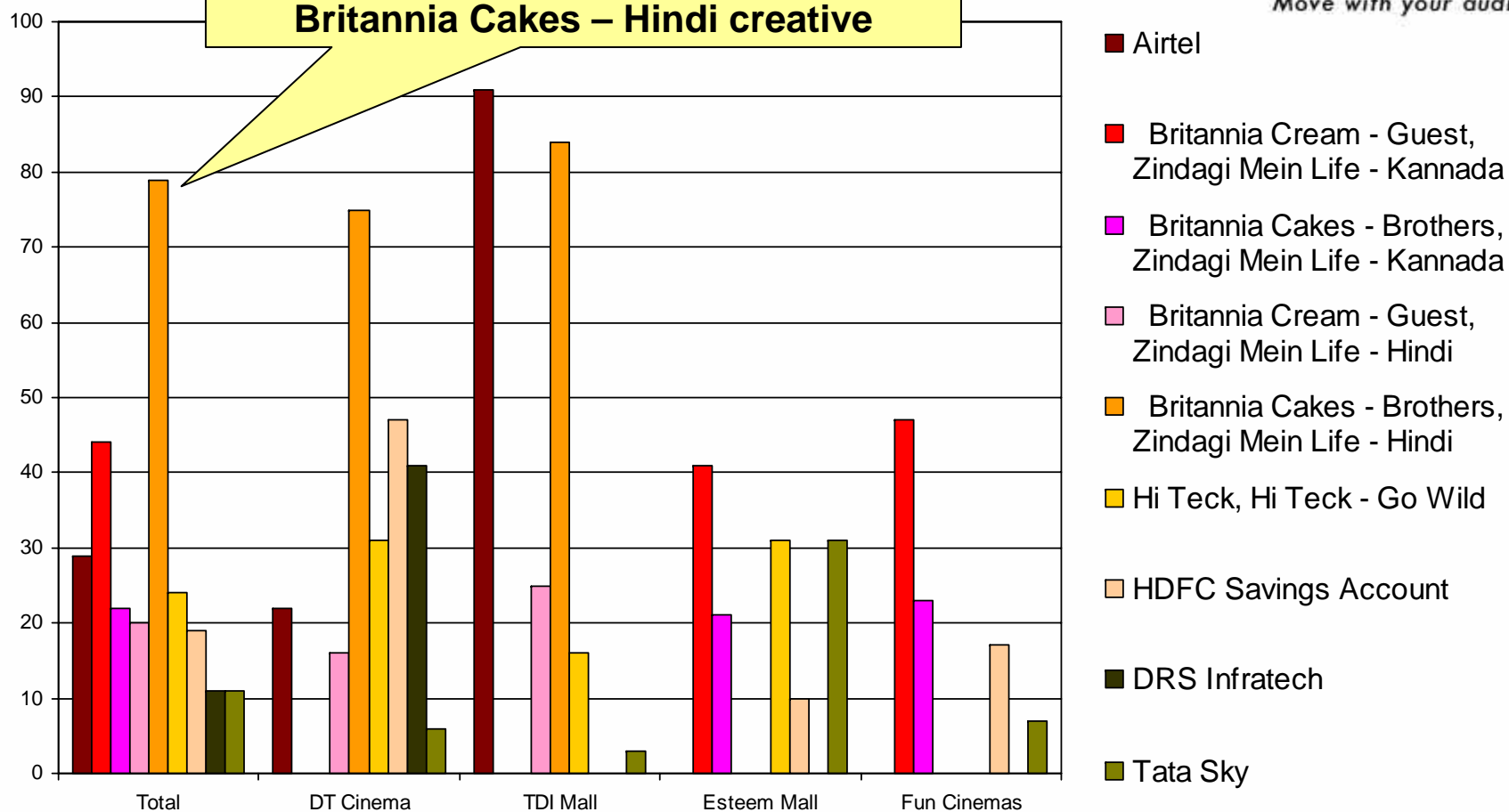


- Britannia had advertised on OOH media for a period of 2 weeks
- The creative executions used on OOH MEDIA and other media were the same(20 seconds Duration)
- Flexicasting for the campaign
 - Kannada – Bangalore
 - Hindi – Delhi
- The creatives tested were Britannia Cakes and Britannia Cream
- The campaign was carried out across the Leisure and In Store locations in Bangalore, Chennai, Hyderabad, Delhi, Mumbai and Pune



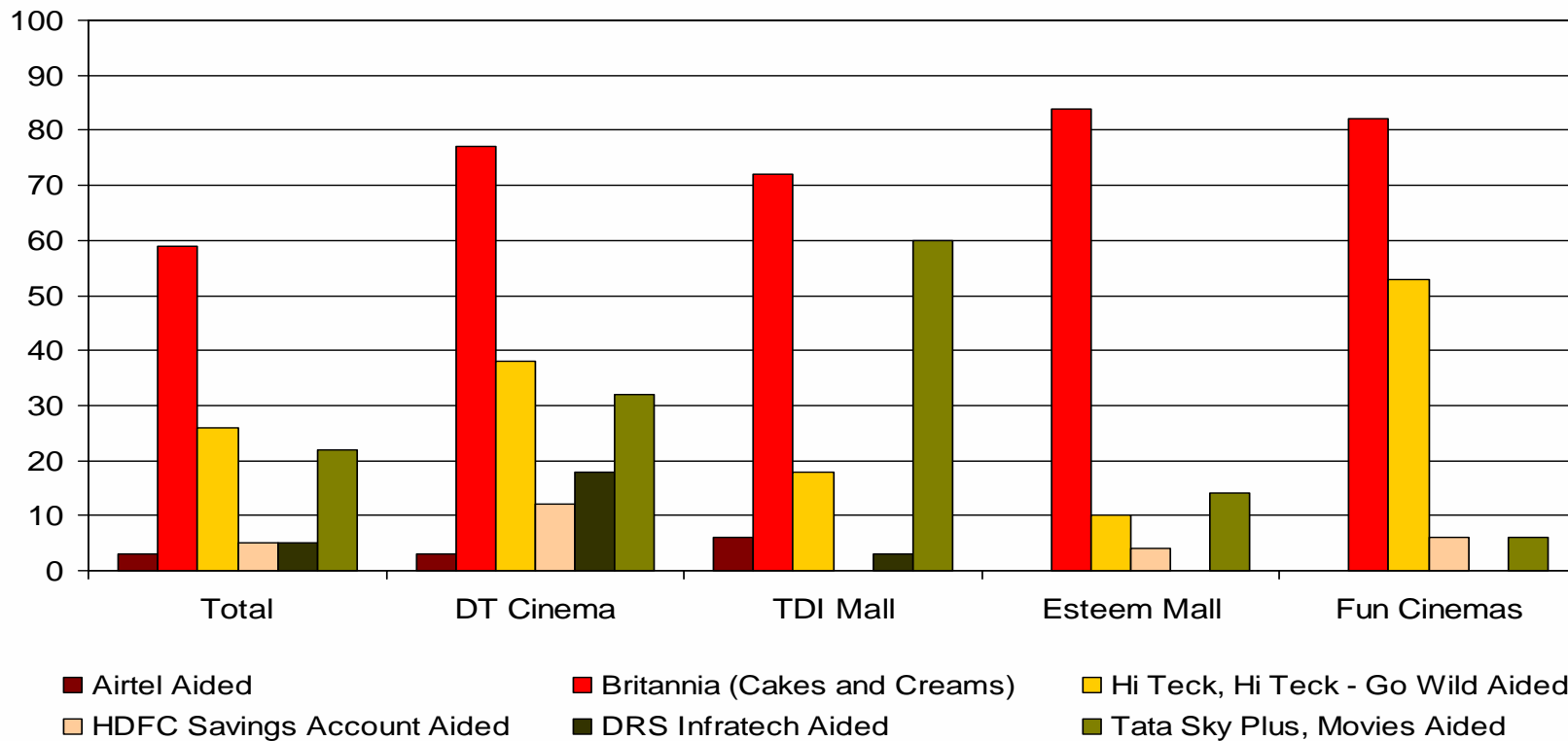
Britannia Ad Recall (Unaided – TOM + Spontaneous) OOH Media

**More than 75% unaided recall for
Britannia Cakes – Hindi creative**



**Figures in %*

Britannia Ad Recall (Aided) OOH Media



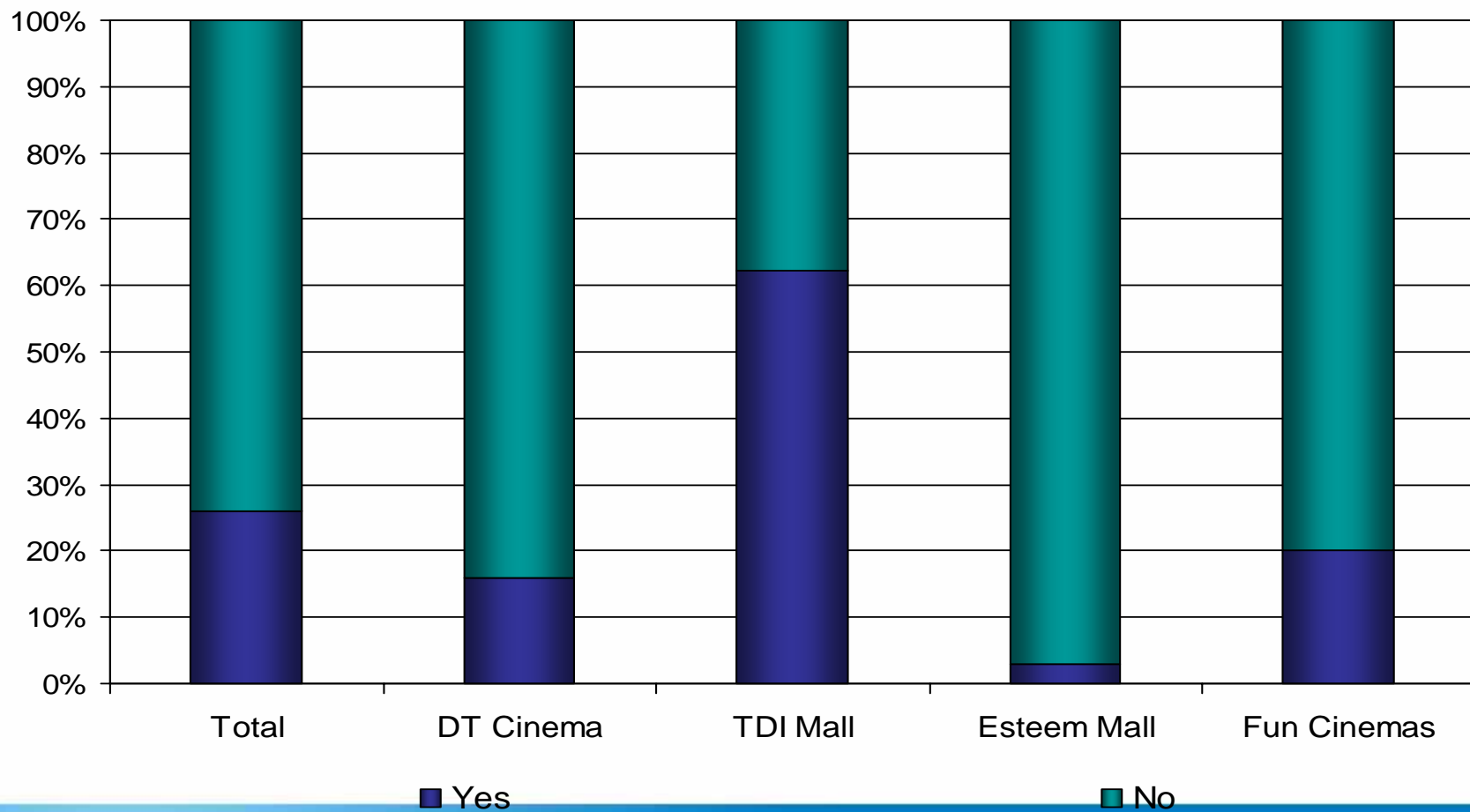
Britannia has an average of more than 50% Aided recall and a total of 100% (Aided + Unaided) Recall

**Figures in %*

Recall of Britannia Ad through Other Mediums



At an Overall, 74% audience do not recall seeing the Britannia Ad on other mediums





MR. MUSCLE

BACKGROUND

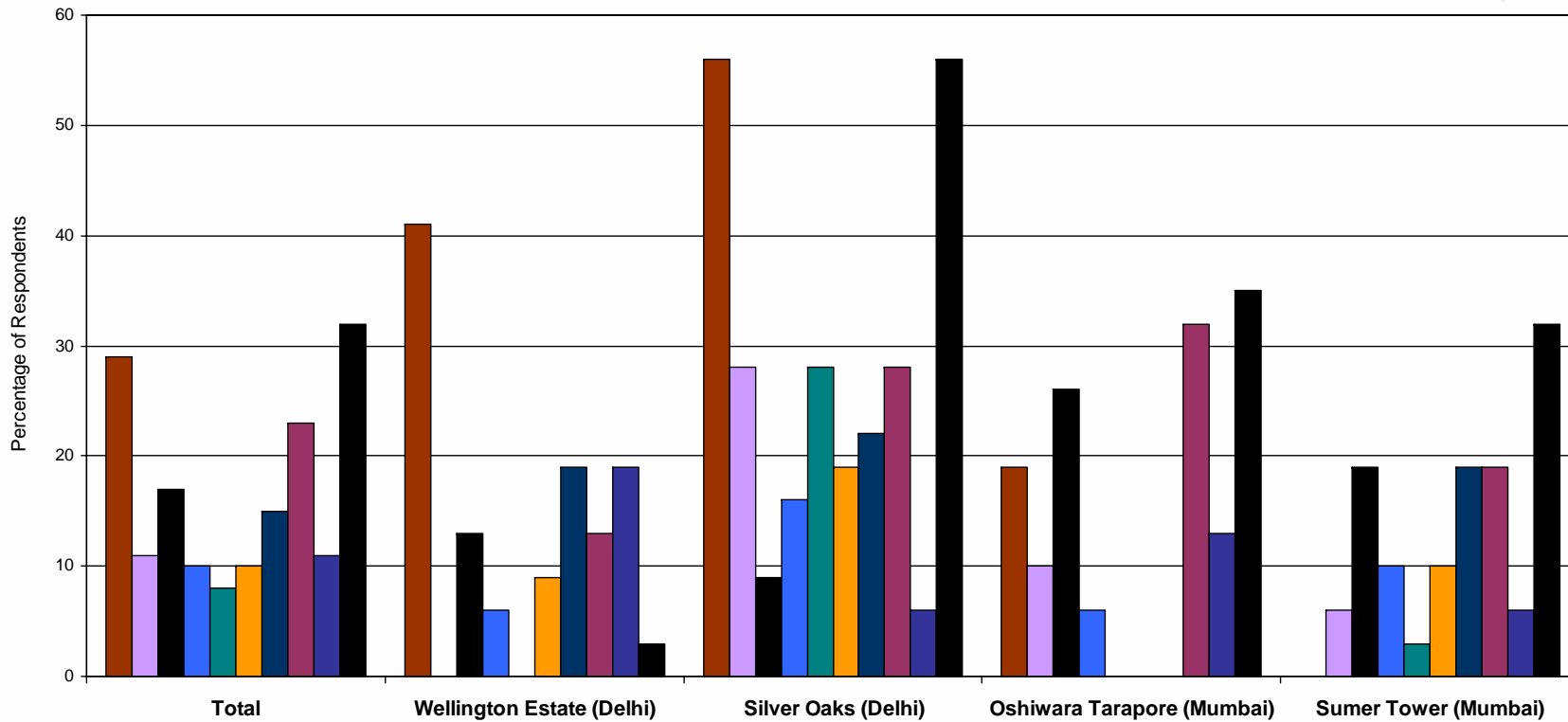


- SC Johnson had advertised on OOH Media for a period of two weeks
- The creative execution was adapted to OOH Media screens
- The campaign was carried out across Micro Markets (Residential buildings and Supermarkets) in Gurgaon, West/South Mumbai

Mr Muscle Ad Recall (Unaided – TOM + Spontaneous) OOH Media



32% audience at an unaided level recalled Mr Muscle Toilet and Bathroom cleaner Ad.

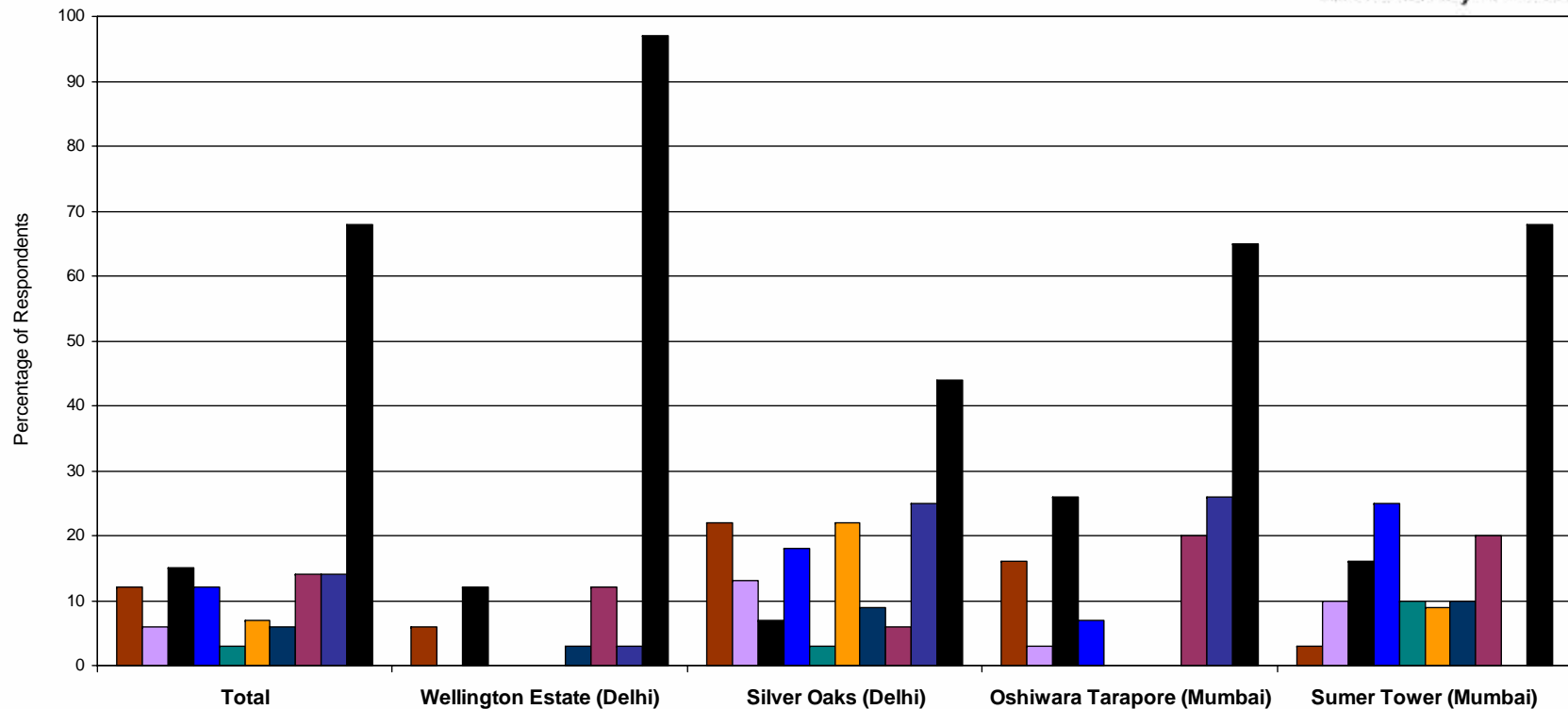


- Aircel R R Films
- FA Man Feel Good Freshness
- Margo Moisturising Vitamin E + Neem
- SC Johnson Mr. Muscle Toilet & Bathroom Cleaner
- CNBC TV 18Tycoons with Vir Sanghvi
- Luxurion World 2009Luxurion World 2009
- Maruti Ritzs
- FA Classic FA Woman
- Mahindra Flyte Rules Over The Rest
- Philips Kiwa water purifier India's 1 st purifier

Mr Muscle Ad Recall (Aided) OOH Media



100% recall of Mr Muscle Toilet and Bathroom cleaner ad.



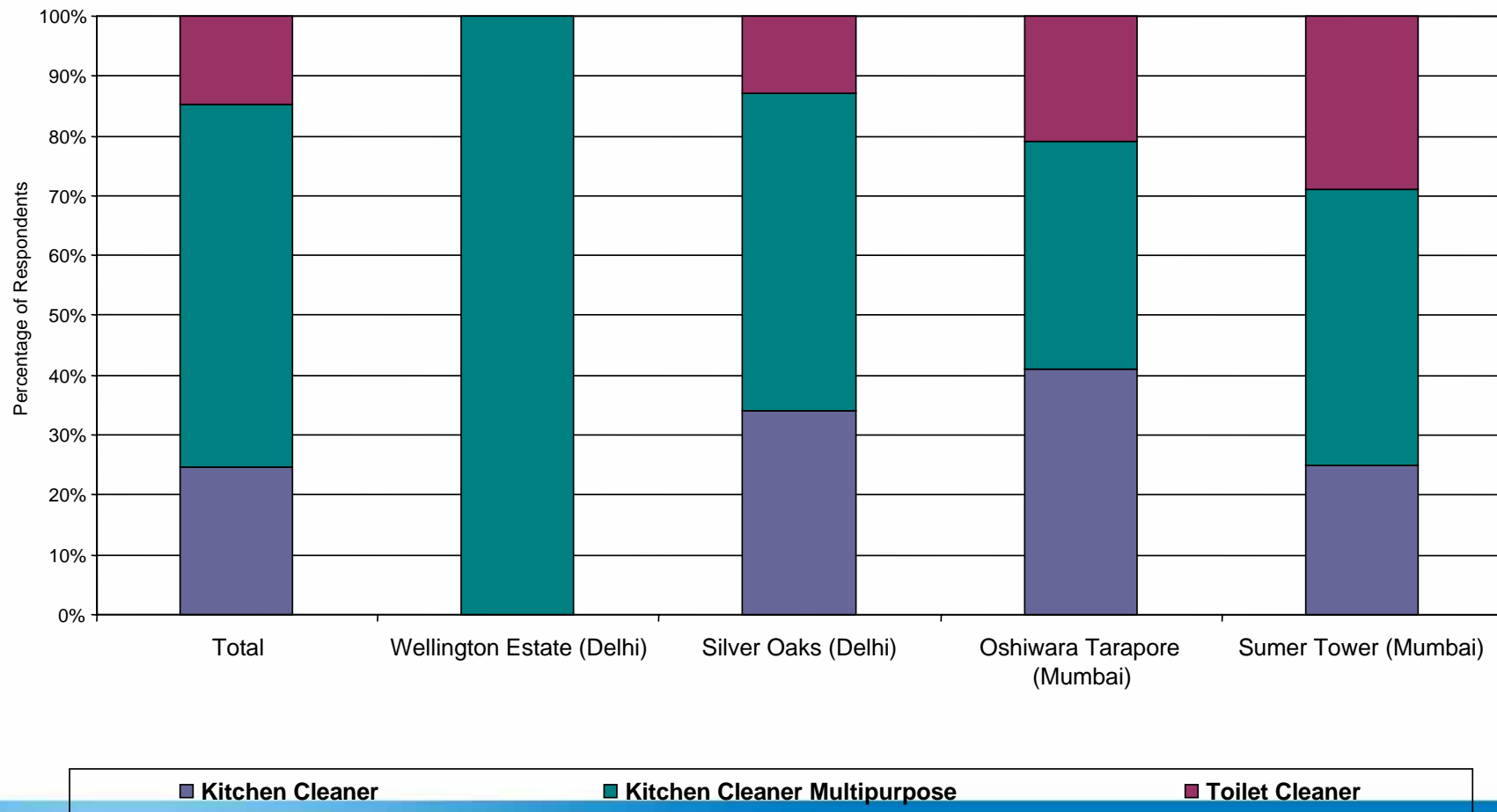
- Aircel Aided
- FA Classic FA Woman Aided
- Luxurion World 2009Luxurion World 2009 Aided
- Margo Moisturising Vitamin E + Neem Aided
- Philips Kiwa water purifier India's 1 st purifier Aided
- CNBC TV 18Tycoons with Vir Sanghvi Aided
- FA Man Feel Good Freshness Aided
- Mahindra Flyte Rules Over The Rest Aided
- Maruti Ritsz Aided
- SC Johnson Mr. Muscle Toilet & Bathroom Cleaner Aided

*Figures in %

Recall of Mr. Muscle Ad through other Medium



61 % people recalled seeing the Mr. Muscle Kitchen Cleaner Multipurpose Ad on other medium





FA MEN

BACKGROUND

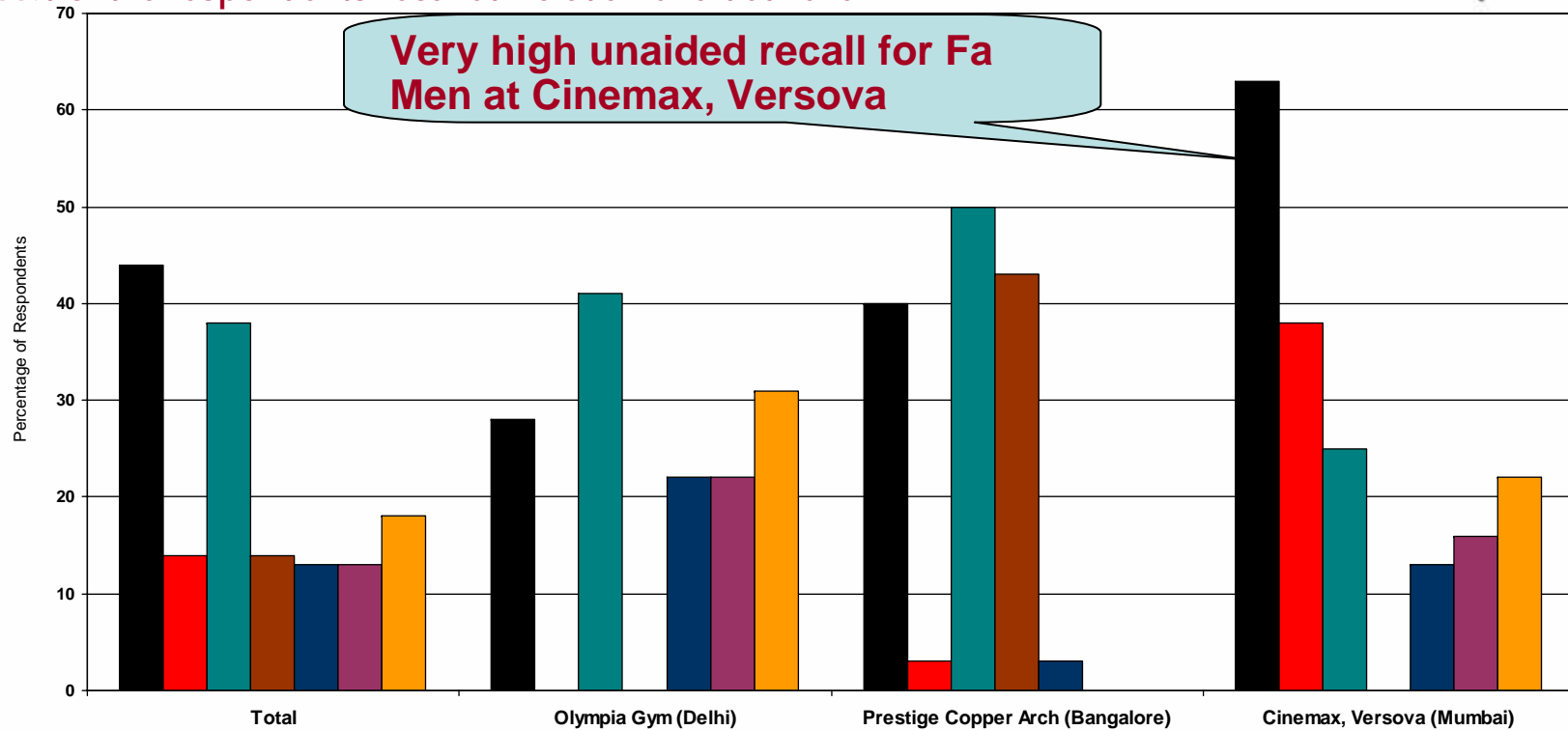


- FA had advertised on OOH Media for the Fa Men campaign
- The creative executions used on OOH Media screens were same as TV Commercial.(20 second Duration)
- The campaign was carried out across BPO/ITES buildings, Gymnasiums and Multiplexes in Bangalore, Chennai, Delhi and Mumbai.

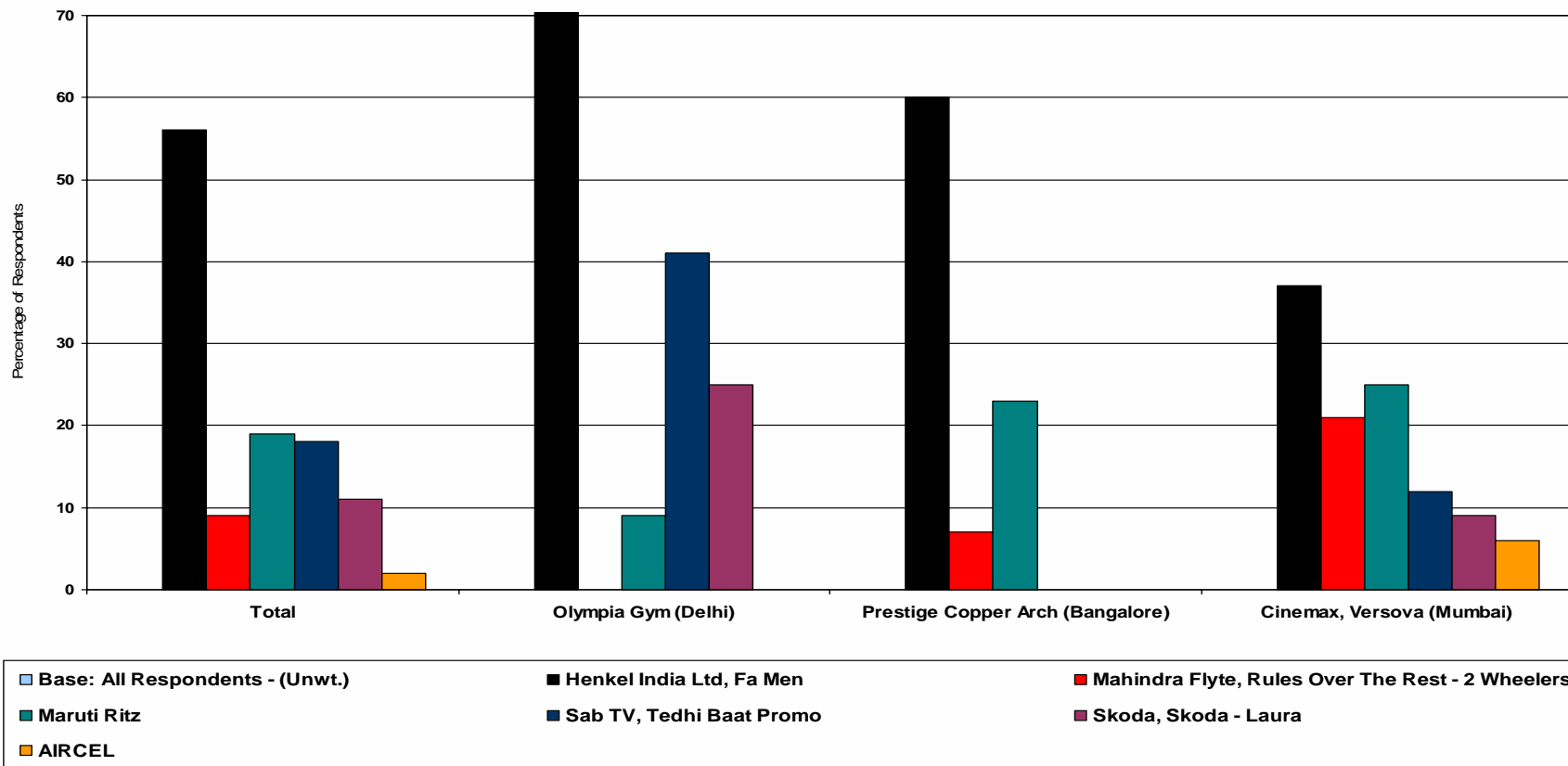
Fa Men Ad Recall (Unaided – TOM + Spontaneous) OOH Media



44% of the respondents recalled Fa at an unaided level



Fa Men Ad Recall (Aided) OOH Media

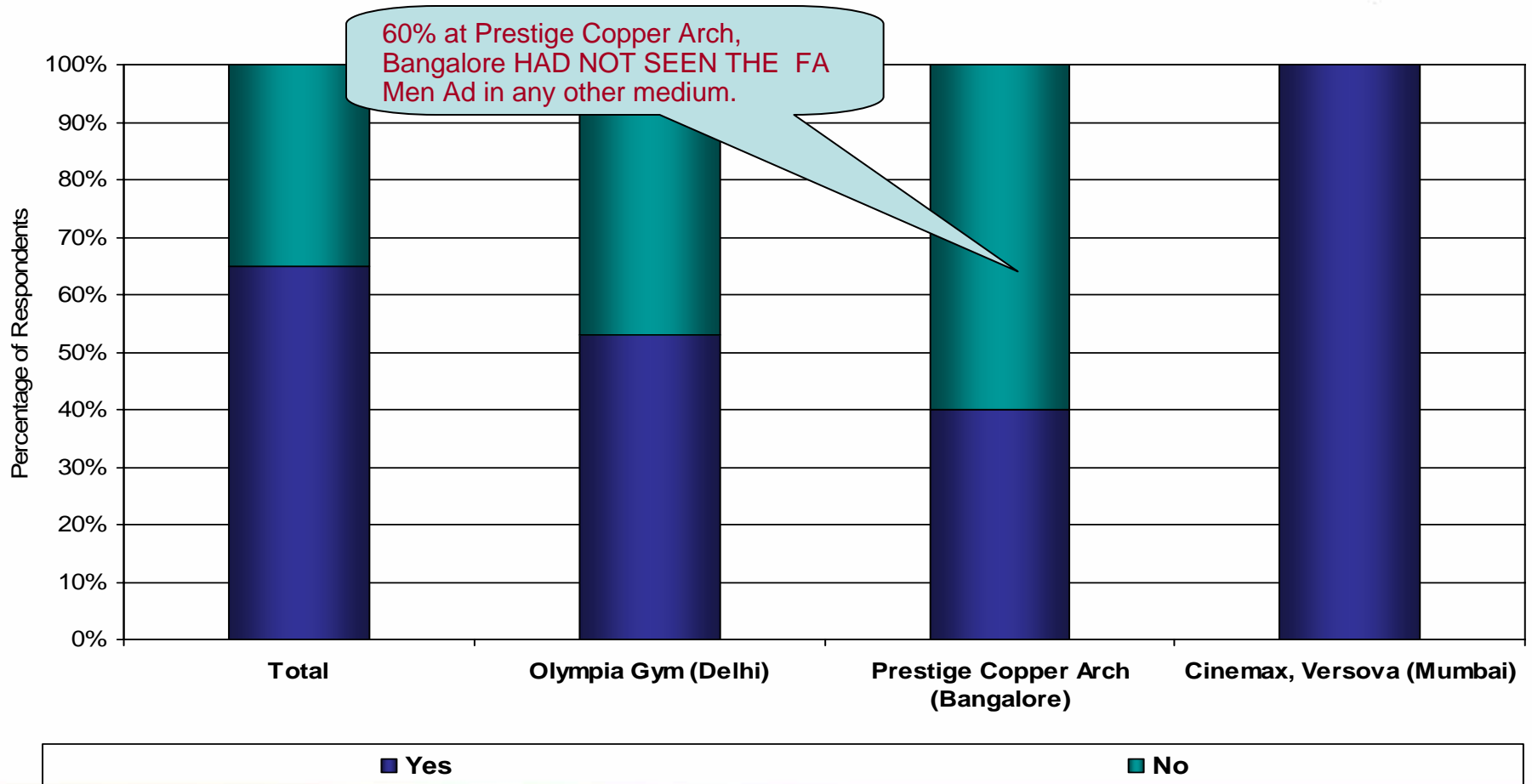


Total Recall for Fa Men was 100% and more than 30% of it was aided recall

Recall of Fa Men Ad through other Medium



35% of the respondents were exposed to the Fa Men Ad for the first time on OOH Media



SUMMARY



- More than 15 researches in FMCG category prove OOH Media's consistency for brand recall
- High screen visibility helps in Brand Building/Recall, Campaign Awareness and New Product Launch
- OOH Media acts as a frequency builder but we occasionally act as a reach builder as well especially in case of tech parks.
- The more we go up the value chain in terms of audience profiling, the more reach we add

FMCG CLIENTS

