

CASE STUDY

FINANCIAL SERVICES



ING VYSYA LIFE INSURANCE

CAMPAIGN BACKGROUND

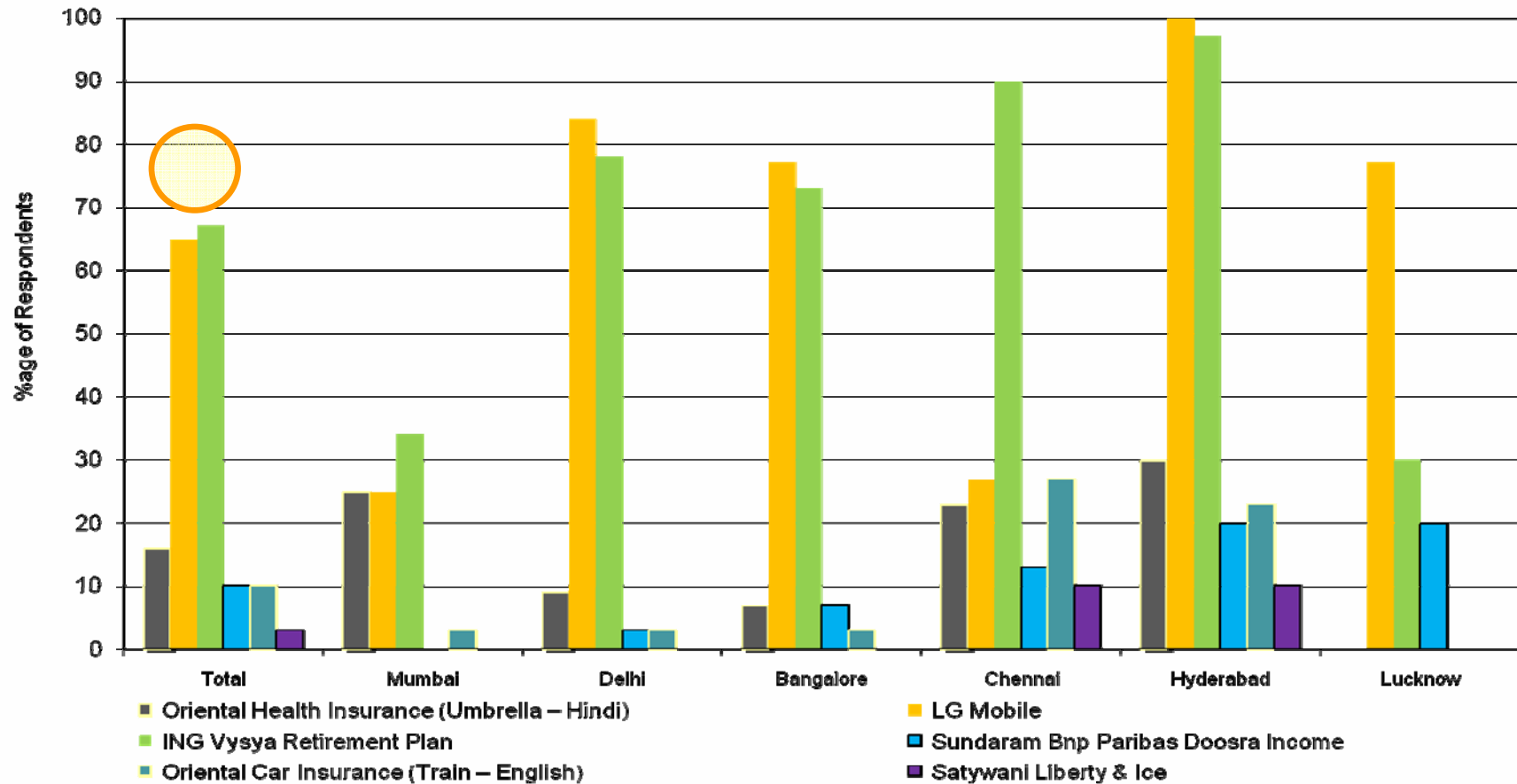


- ING Vysya had advertised on OOH media for the period of 2 weeks
- The creative executions used on TV and OOH MEDIA were the same
- Flexicasting for the campaign by using 3 three different edits in different cities
 - Kolkata : Bengali
 - Chennai : Tamil
 - Others : Hindi

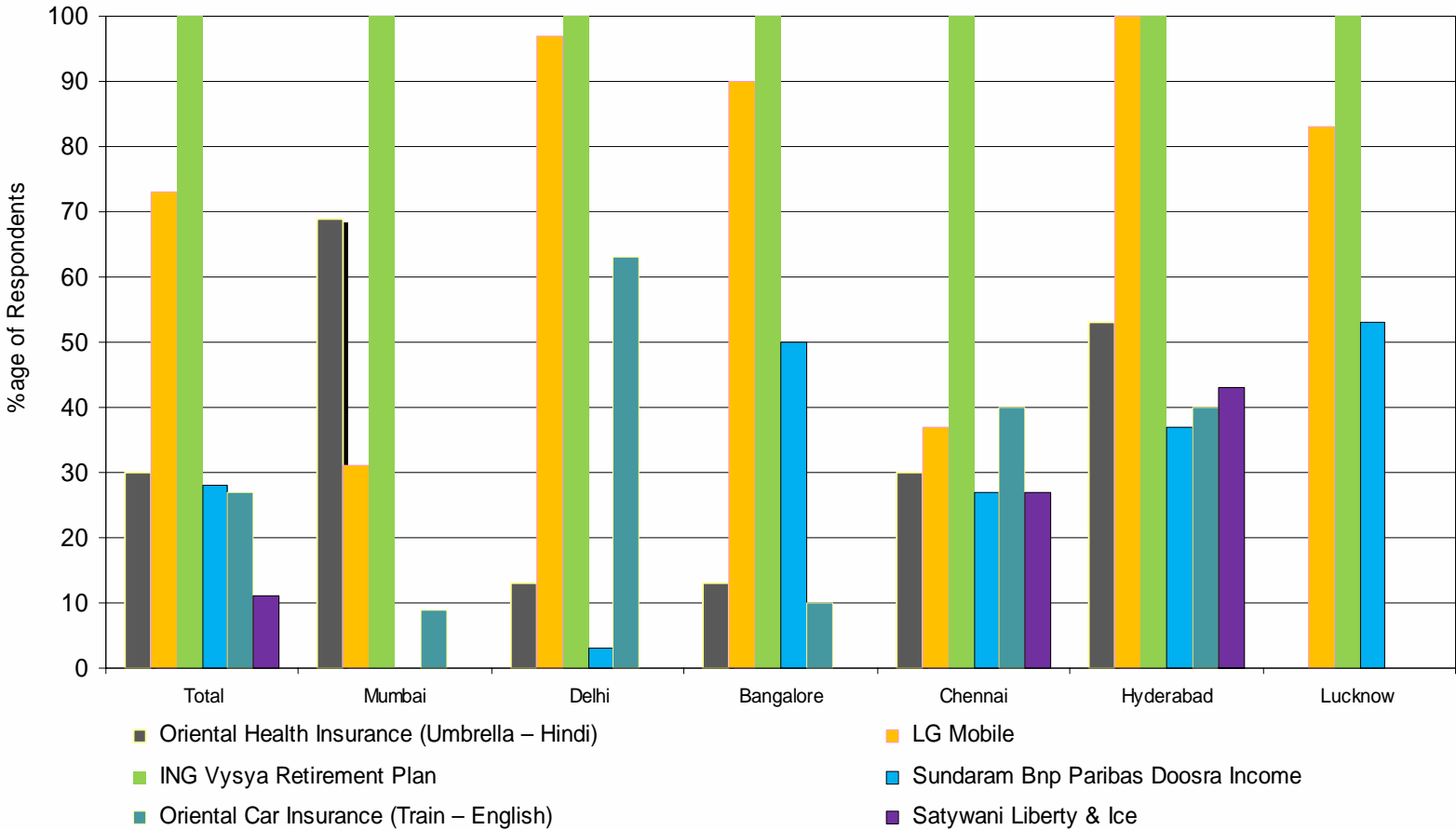
Unaided Brand Recall (TOM + SPONT)



Highest Unaided Recall of ING Vysya at an overall level



TOTAL AWARENESS



KEY HIGHLIGHTS



- **Screen recall:** 87% of the respondents recall seeing the OOH Media screens
- **Audience Profile** - 85% of the respondents were SEC A
- **Ad recall of :** 67% of the respondents recalled it at an unaided level
- **Recall from other media:** 90% of the respondents had seen the ING Vysya Life Insurance Ad earlier in other mediums. But 60% of the respondents in Bangalore were exposed to the ad for the first time on OOH MEDIA.



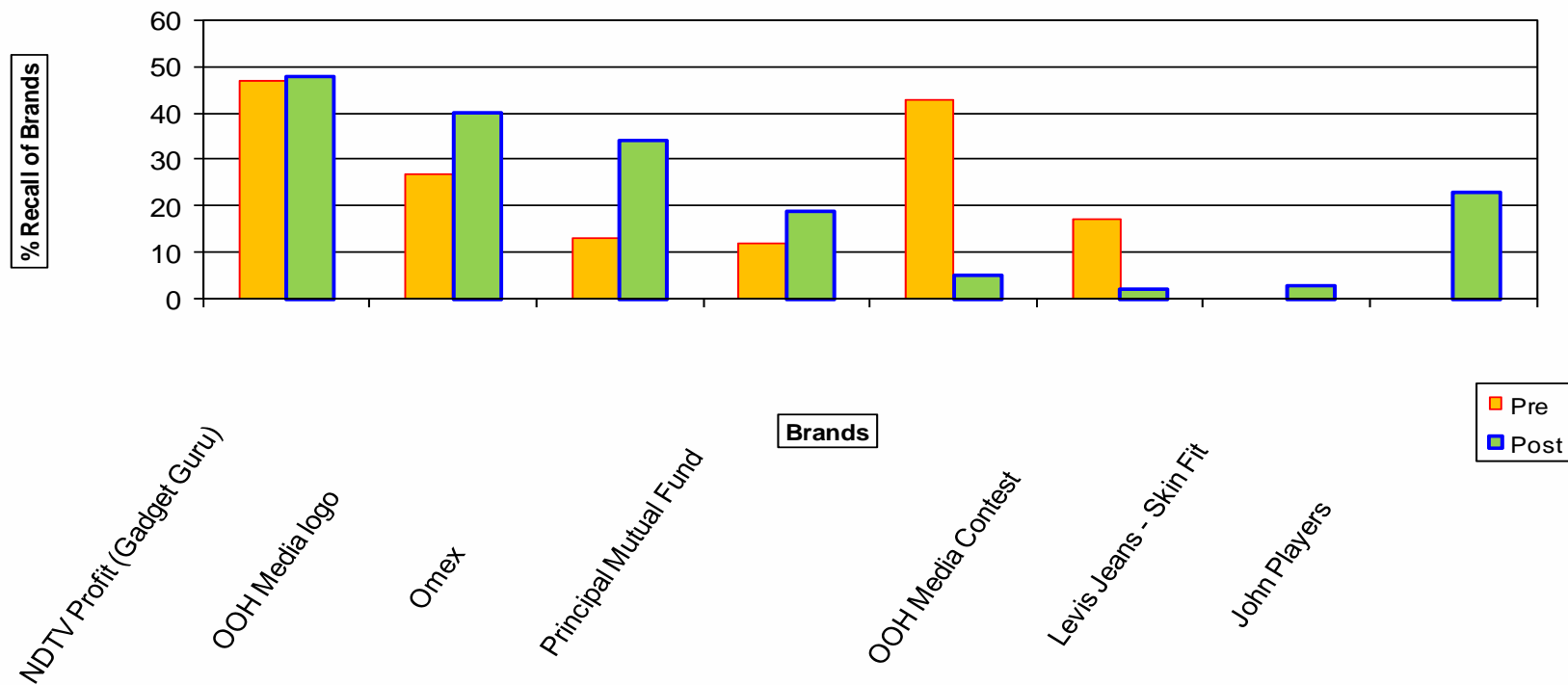
PRINCIPAL MUTUAL FUND

CAMPAIGN BACKGROUND



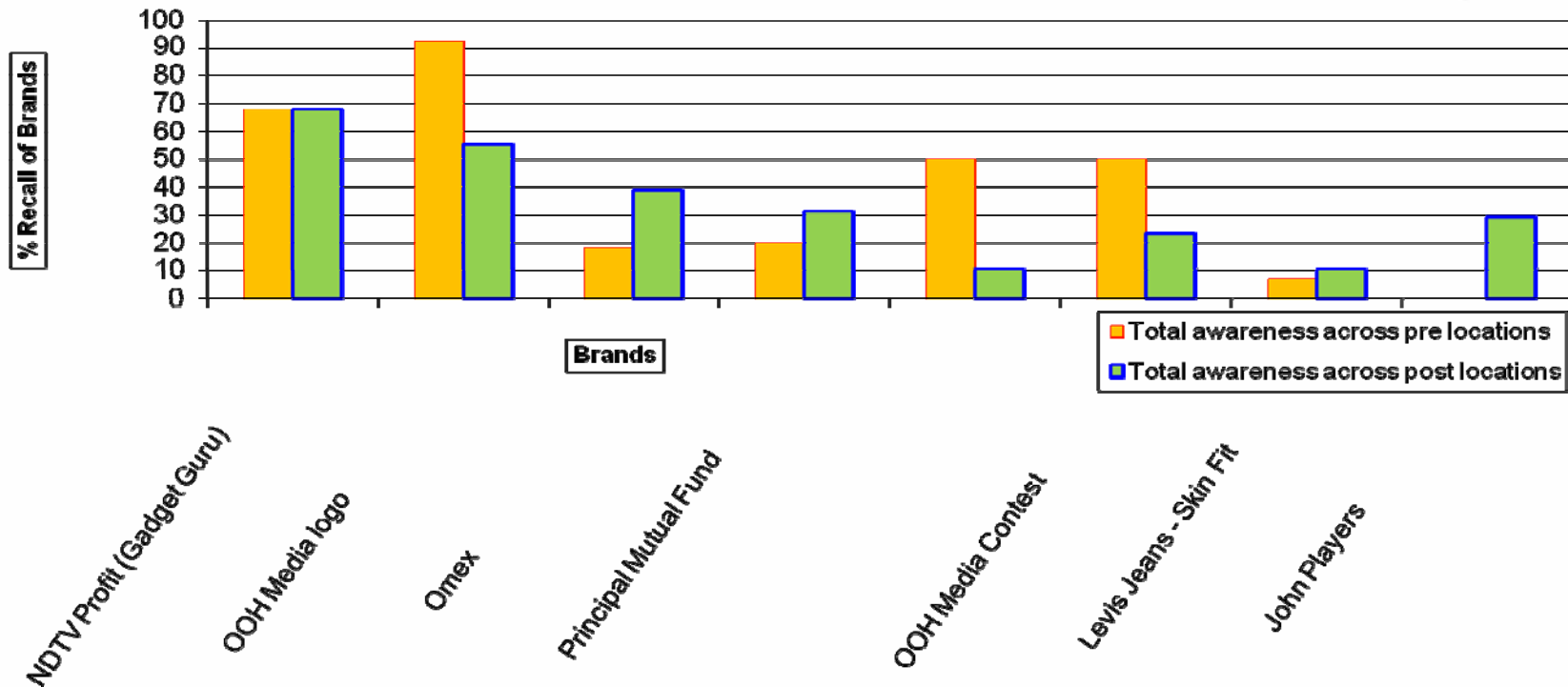
- Principal Mutual Fund advertised on OOH MEDIA for a period of 3 weeks
- The campaign was carried out across Business, In-store and Leisure Network in Mumbai, Delhi, Kolkata, Chennai & Bangalore
- The creative executions used on OOH MEDIA and other mediums were the same

Unaided Advertising recall on OOH Media



12% unaided recall (TOM + Spontaneous) for Principal Mutual Funds across pre locations
 19% unaided recall (TOM + Spontaneous) for Principal Mutual Funds across post locations

Total advertising recall for Principal Mutual Funds across pre and post scenario



Total recall (Aided + unaided) for Principal Mutual Funds across pre locations – 20%
 Total recall (Aided + unaided) for Principal Mutual Funds across post locations – 31%

KEY HIGHLIGHTS



- **Screen recall:** 80% of the respondents recall seeing the OOH Media screens
- **Audience Profile** - 70% of the respondents were SEC A
- **Ad recall of :** 14% of the respondents recalled it at an unaided level
- **Recall from other media:** 25% of the respondents had seen the Principal Mutual Fund Ad earlier in any other medium.



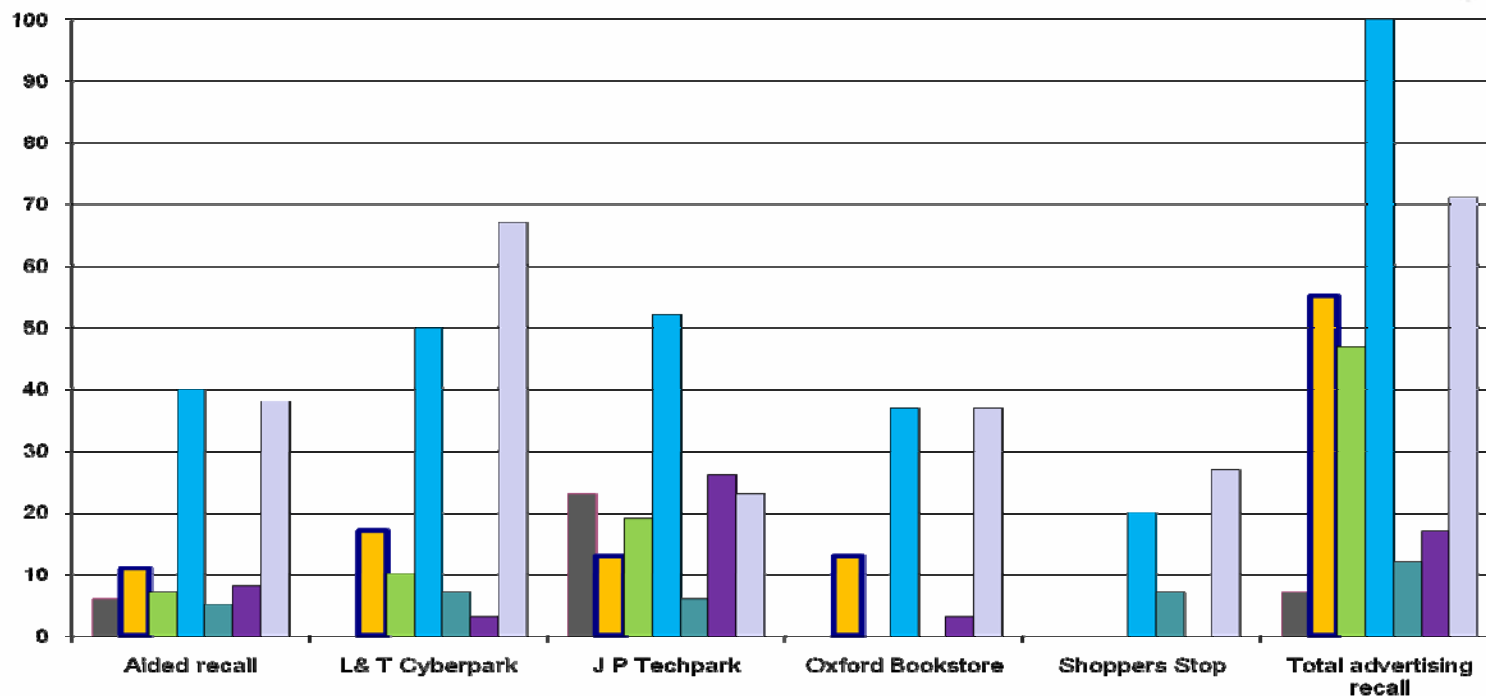
STANDARD CHARTERED

CAMPAIGN BACKGROUND



- Standard Chartered advertised on OOH MEDIA for a period of 4 weeks
- The product advertised was a savings bank account with multiple rewards for every usage
- The creative execution was done only through OOH media
- The campaign was carried out across Business, Leisure and In-store network in Bangalore, Delhi, Hyderabad, Chennai, Kolkata and Mumbai

AIDED ADVERTISING RECALL



- Budweiser Barclays Premier League
- Skoda Fabia
- Johnnie Walker - The Challenge - Golf (Car)classic
- Ndtv Imagine Ramayan
- Budweiser Surfing
- Standard Chartered(Saving Account)
- Kotak Mahindra - 5 Star Rating

Aided Recall for Standard Chartered is 40%

KEY HIGHLIGHTS



- **Screen recall:** More than 95% of the respondents recall seeing the OOH Media screens
- **Audience Profile** - 82% of the respondents were SEC A
- **Ad recall of :** 60% of the respondents recalled it at an unaided level
- **Recall from other media:** All the respondents had seen the Standard Chartered Ad earlier in other mediums.

CONCLUSIONS



- OOH Media reaches to a high proportion of SEC A and can help the Financial Sector to promote their VAS services
- High screen visibility and the multiplier effect through higher exposures increases brand recall through our medium
- The affluent audience of OOH Media gets informed of the investment options in Finance category
- OOH Media acts as a frequency builder but we occasionally act as a reach builder in Tech parks and very premium commercial buildings

FINANCIAL SERVICES CLIENTS



More than 12 Campaign Evaluation Studies have been done in the Financial Services Category