

Captivate Network Premium Sponsorship Increases Recall & Awareness

Case Study

Challenge

Increase awareness of leading Airline's promotional offer & generate a positive change in consideration and purchase intent among Frequent Business Travelers



Captivate Solution

Captivate was a valuable strategic partner for the four-week campaign because of the strong base of Business Travelers. Additionally, the Brand Integration Sponsorship allows the Airline's message to stand out on the network and aligns with their overarching brand strategy.

The sponsorship incorporated the brand's colors onto the entire Captivate screen while syncing with custom content that aligned with the Airline's sports strategy

- Ads were synced with custom content focusing on the NCAA Men's Basketball Tournament (March Madness) including game previews, highlights and results

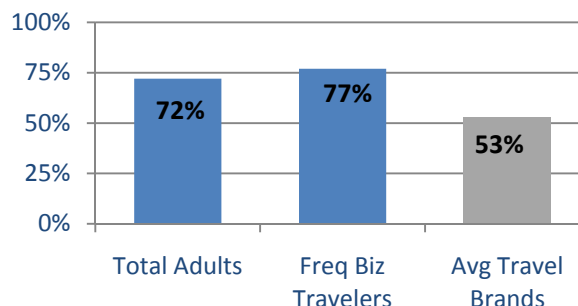
Captivate viewers are almost three times more likely to be Frequent Business Travelers

Results

The campaign was a huge success:

- Strong brand awareness; significantly higher than average recall for travel brands
 - Total Adults - 72% recall
 - Frequent Business Travelers - 77% recall
- Significant increase in likelihood to consider the airline when traveling among those that recalled the ad
 - Total Adults - **77%** more likely
 - Frequent Business Travelers – **82%** more likely

Ad Recall



Source: Market Tools Inc., Captivate Online Panel Study April 2010