

Travel Tips Sponsorship Contributes to Record Ad Recall Scores

Case Study

Challenge

Increase awareness and consideration for a leading Airline among their target audience of Business Travelers.



Captivate Solution

Captivate was the right fit for the four-week campaign because of the strong ability to reach their target audience. 40% of Captivate's audience is Business Travelers.

To enhance their campaign, the leading Airline partnered with Captivate for a Sync Sponsorship in which they sponsored "Travel Tips"

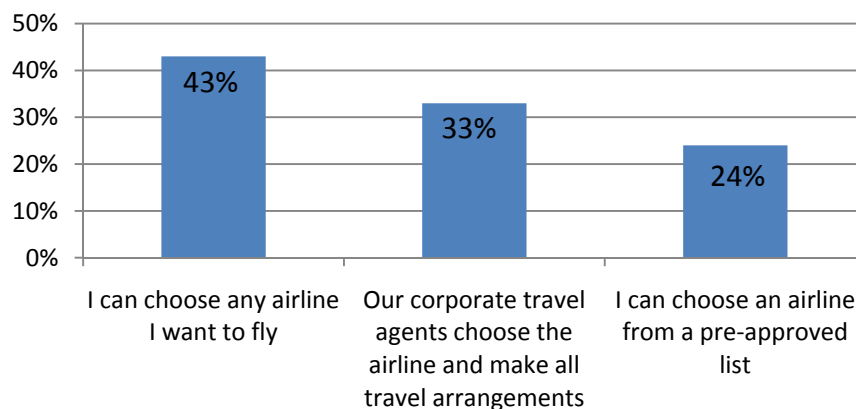
More than 80% recalled the ad

Results

The campaign was a huge success in driving recall & consideration:

- More than 80% recalled the ad
 - This was the second highest ad recall score among Captivate clients
- By aligning with relevant travel tips, the Airline increased consideration among the target audience
 - About 30% of Business Travelers that recalled the ad said they would consider the advertised airline for their next business trip

Two out of three can choose the airline



Source: Market Tools Inc., Captivate Online Panel Study, May 2009