

Leading Consumer Electronics provider drives strong increase in consideration

Challenge

Increase awareness and consideration among working professionals with smart phones about a newly launched smart phone accessory product from a leading high-end electronics brand

Captivate Solution

Captivate was an ideal partner for the brand's six-week campaign due to the high composition of the client's target audience. Through Captivate, the brand reached an audience of over 70% smart phone ownership

Results

- Campaign
 - Over 50% recall; 20% greater than Captivate average
 - Over 50% ad effectiveness; 28% greater than Captivate average
 - Among those that recalled the ad:
 - 17% visited website
 - 5% visited retail location
- Pre & Post Lift
 - **44% increase** in 'planning to buy the advertised product headset'
 - Advertiser brand saw biggest increases in brand rating among its competitors
 - Doubling the gap from nearest competitor

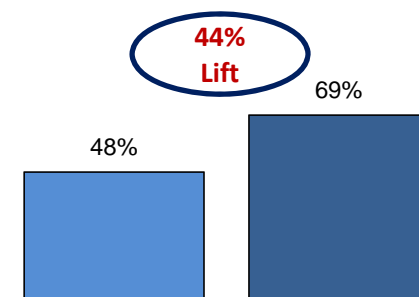
Case Study



Advertised brand saw biggest increases in brand rating among its competitors; Doubled the gap from nearest competitor

Purchase Intent

■ Pre Campaign ■ Post Campaign



Very Likely + Somewhat Likely to buy advertised product