

Captivate advertising increases brand consideration among financial advisors

Case Study

Challenge

- Reach the leading Investment Management company's target audience of Financial Advisors during dayparts in which most media vehicles are ineffective



Captivate Solution

- Client partnered with Captivate for a six week campaign that delivered the right audience during the right time of day
 - Deliver a large and valuable audience in major U.S. markets
 - 35% of Captivate viewers work in the financial industry*
 - Reach target audience during time of day with little media clutter

Results

- Above average total recall rate on Captivate of 48%
- Increased purchase intent:
 - More than 50% of the target audience that saw the ad said that they were likely to buy from the advertised brand
- Increased web traffic:
 - 28% of the target audience that recalled the ad reported going online to research more about the advertised product

More than 1 in 4 Financial Advisors Responded

	Total Adults	Financial Advisors
Visited www.brandX.com or searched for Brand X products online (NET)	15%	28%
Recommended/Discussed financial products offered by Brand X with a friend/colleague	6%	8%

