

Captivate Advertising Drives Potential Buyers to Learn More About Advertised Product

Challenge

Increase awareness of features available in the new sedan edition launched by a leading luxury auto manufacturer among urban professionals A25-54 with a HHI of \$75K+ in Canada

Captivate Solution

With more than 150,000 viewers aged 25 to 54 with HHI of \$75K+ and strong presence in office buildings in major Canadian markets, Captivate was the right media to effectively reach the luxury auto brand's target audience.

Results

The campaign drove very successful campaign scores:

- Among the target audience:
 - 60% recalled the ad
 - 78% of those that recalled the ad said the ad was effective in increasing their interest in the brand
 - 66% of those that recalled the ad went online or visited the advertised brand's website to learn more about the advertised brand and the car
- Among potential car buyers looking to spend \$30K or more on their next new car
 - 76% of recalled the ad
 - 91% of those that recalled the ad said the ad was effective in increasing their interest in the brand
 - 84% of those that recalled the ad went online or visited the advertised brand's website to learn more about the advertised brand and the car

Case Study

8 in 10 Captivate Viewers planning to spend over \$30k on their next car purchase, went online to learn more about the advertised car after seeing the ad on Captivate screens

Successful Campaign Scores

