# 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:

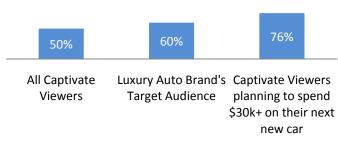
- Among the target audience:
  - 60% recalled the ad
  - 78% of those that recalled the ad said the ad was effective in increasing their interest in the brand
  - 66% of those that recalled the ad went online or visited the advertised brand's website to learn more about the advertised brand and the car
- 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**

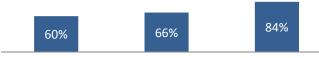
8 in 10 Captivate Viewers planning to spend over \$30k on their next car purchase, went online to learn more about the advertised car after seeing the ad on Captivate screens

# **Successful Campaign Scores**

Ad Recall



Went online to learn more about the advertised car



All Captivate Viewers Luxury Auto Brand's Captivate Viewers

Target Audience planning to spend

\$30k+ on their next

new car

Base: Recalled the ad

a captivate