

Captivate Advertising Increases Brand Awareness for Mutual Fund Company

Case Study

Challenge

- Reach award-winning Mutual Fund Company's target audience of investors during a dayparts in which most media vehicles are ineffective



Captivate Solution

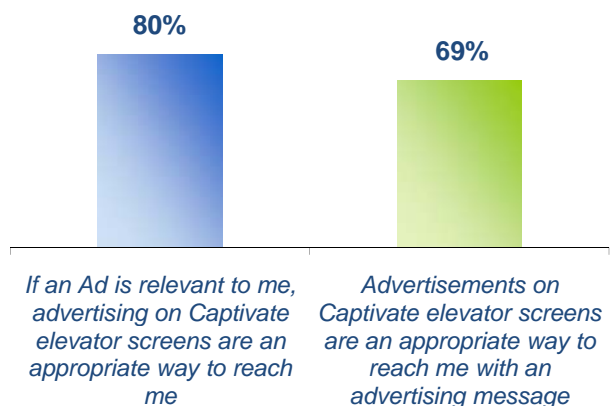
- Client partnered with Captivate for a 13 week campaign that delivered the right audience during the right time of day
 - With an average HHI > \$100k, Captivate viewers' investment portfolios top that of the average Canadian adult*
 - Captivate delivers a large audience in office buildings in major Canadian markets

Results

- Generated positive recall rates
 - Total recall rate of **34%**
- Influenced increased interest in the advertiser's brand
 - **32%** said the ad was effective in increasing their interest in the brand
- The campaign's main message resonated well among those who recalled seeing the ad on Captivate
 - **Over 50%** recognized the client's main message

More than 50% recognized the campaign's main message

Captivate's Audience Agree that Advertising On The Network Is The Appropriate Way To Reach Them



Source: Captivate Viewer Study, Canada Dec 2007
Simmons Captivate NAVS, Jul'07, Canada; PMB 2007 Doublebase.
Base: Adults 18+, with investments excluding non-stated responses