# Strong increase in awareness, purchase intent & drive to web results for new printing product

## Challenge

Increase brand awareness and consideration among professionals with smart phones about a newly launched printing product for a leading office product and services brand. Target audience was focused on business travelers /professionals on-the-go that extensively use their cell phone for business purposes

## Captivate Solution

With Captivate providing a very high concentration of the brand's target audience within its network, the advertising brand partnered with Captivate for a 4 week campaign.

– Over 30% of Captivate viewers are business travelers/ professionals on the go that extensively use their cell phone for business purposes
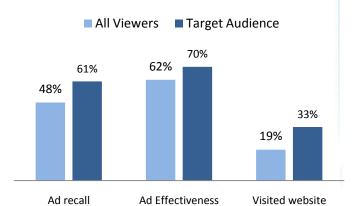
## Results

The 4-week campaign drove strong results that delivered upon the client's objectives

– Ad Recall
  • 48% of Captivate viewers recalled ad during its 4 weeks campaign    (Captivate average ad recall for technology brands= 47% for 8 weeks campaign)
– Ad Effectiveness
  • Ad effectiveness was 55% above Captivate average scores
– Drive to web
  • 1 in 5 Captivate viewers that recalled the Ad went to research more about advertised product
– Recalled ad Vs did not recall ad on Captivate
  • 15% Lift in Purchase Influence on the advertised brand
  • 25% Lift in Purchase Influence of the advertised product
  • Lift in Brand Perception statements

> " 1 in 5 Captivate viewers that recalled the Ad went to research more about advertised product "



■ All Viewers    ■ Target Audience

| | All Viewers | Target Audience |
|---|---|---|
| Ad recall | 48% | 61% |
| Ad Effectiveness (among aware of the ad on Captivate) | 62% | 70% |
| Visited website (amond aware of the ad on Captivate) | 19% | 33% |

captivate NETWORK