

## Office Printing Supply company drives strong increase in purchase intent

### Challenge

Increase product awareness and consideration for a leading Office Printing Supply brand amongst business decision makers in Canada

### Captivate Solution

The brand partnered with Captivate for a four-week campaign due to the ability to target key business decision makers in office towers near point of purchase

### Results

Captivate custom research measured campaign results which revealed the following insights:

- Above Average Ad Recall Scores – 14% higher than Captivate average
  - 7 out of 10 Decision Makers recalled the advertised brand
- 1 in 2 recalled the right product message
- Above Average Purchase Intent – 38% higher than Captivate Average
  - 7 out of 10 Decision Makers that recalled the advertised brand are likely to consider/purchase printing products through the advertised brand

## Case Study



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