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

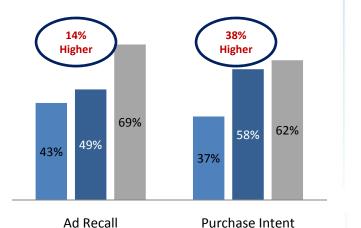
Captivate custom research measured campaign results which revealed the following insights:

- 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



7 out of 10 Decision Makers that recalled the advertised brand are likely to consider/purchase printing products through the advertised brand



- Captivate Average
- Advertised Brand(All Viewers)
- Advertised Brand(Decision Maker)

