

# Captivate Advertising Increases Awareness about Brand Repositioning

## Case Study

### Challenge

Increase awareness of leading package delivery company's brand repositioning among its target audience of decision makers in small and midsize companies

### Captivate Solution

Because of Captivate's ability to reach small and medium size businesses in major US markets, the client partnered with Captivate for a 4 week campaign.

With over 60% of Captivate viewers working in small/midsize companies, Captivate was the right vehicle to effectively reach decision makers nearest to the point-of-product use.



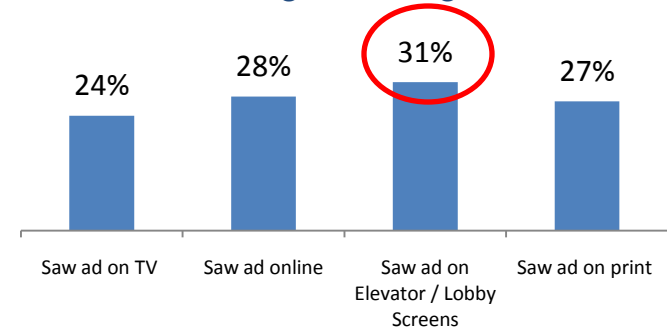
“ Over 60% of Captivate Viewers work in small/midsize businesses ”

### Results

The campaign on Captivate influenced strong response from the target audience:

- Nearly 64% recalled seeing the ad on Captivate
- 1 in 2 target audience that recalled the ad responded to the ad by doing at least one of the following
  - Used the advertised brand for their shipping needs
  - Discussed the advertised brand with a co-worker/friend
  - Visited the advertised brand's website
- Among all the media that advertised about the brand's repositioning message, Captivate was most effective in recalling the brand's right message

**Elevator /Lobby screen was most effective in recalling the brand's right message**



■ Brand Repositioning Message