

Captivate Advertising Improves Leading Automotive Manufacturer's Brand Attribute Ratings

Challenge

Increase awareness of leading US auto manufacturer's newly redesigned car with better performance & new technology

Captivate Solution

With over 15% of Captivate Viewers (Vs 9% rest of US*) planning to buy a car in the next 12 months, Captivate was the right media to effectively reach new car buyers.

Captivate was a component of the auto manufacturer's national launch campaign of the new car model which included TV, internet, newspaper and magazines. In order to measure the effectiveness of Captivate when compared to other media, Captivate conducted a test and control cell study with ads being blocked in control cell buildings.

When compared to rest of US, Captivate Viewers over index new car buyers (in the next 12 months) by 50%

Results

The campaign that aired for 9 weeks had a recall of 56% (17% higher than Captivate averages.)

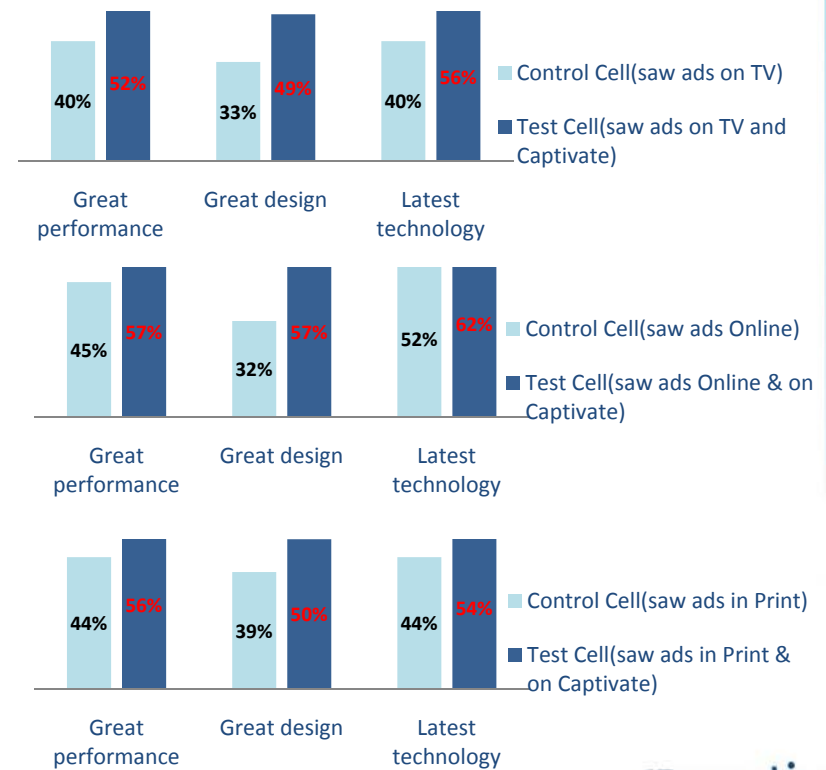
The test and control cell study measured the effectiveness of Captivate and provided interesting cross-media insights:

- When compared to viewers in control cell (and saw the ads on TV), viewers in test cell (and saw the ads on TV and Captivate) reported higher rating on brand attributes like performance, design and technology
- Similar lift was found among viewers that saw the ads on other media like online, newspaper and magazine and is illustrated in the chart on the right

Case Study



Test and Control Cell Lift in Brand Attributes



Source :Market Tools Inc., Captivate Online Panel Study May 2010; *Scarborough 2010 Release 1 Study