

Leading wireless service provider drives strong increase in consideration among non customers

Challenge

Increase awareness and consideration for a leading wireless service provider in Canada among working professionals with a focus on driving non-customers

Captivate Solution

- The wireless service provider partnered with Captivate for a six-week campaign due to Captivate's audience quality & ability to deliver upscale working professionals
- Additionally, research indicated that 1 in 3 Captivate Viewers who were non-customers were considering a switch in their service provider

Results

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

- Strong Brand Awareness:
 - All Viewers – 63% Recall
 - Non-customers likely to switch– 72% recall
- Among non-customers who recalled the ad, there was an increase of 58% in "consideration in future use"

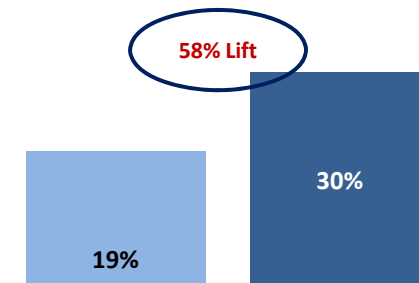
} Higher than average of 43% for all brands

Case Study



// 1 in 3 Captivate Viewers subscribing to competitor's services are considering switching to the advertised brand //

Consideration Among Non-customers



Non customers considering switching to advertised brand

■ Did not Recall the Ad ■ Recalled the Ad