

Asset Management Case Study

Captivate delivered strong recall & response among financial advisors for leading asset management company

Challenge

Build awareness for a mutual fund and drive traffic to the website among financial advisors

Campaign Recap

Nine-week campaign in select Boston buildings, Oct - Dec 2012

Eight-week campaign in select NY, Chicago and San Francisco buildings, Nov - Dec 2012

30 second ad; 7a-7p at 10 times per hour

Results

High Ad Recall

69% ad recall among financial advisors; 157 index to Captivate average for financial brands

31% unaided blind ad recall among financial advisors; 416 index to Captivate average for financial brands

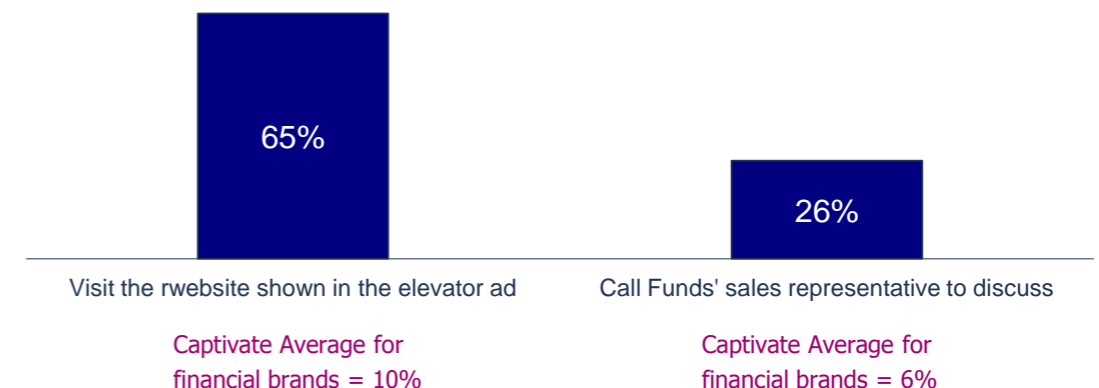
Strong Response

65% of financial advisors visited the website after seeing the ad; 550 index to Captivate average for financial brands

26% of financial advisors called the fund's sales rep after seeing the ad; 333 index to Captivate average for financial brands



Response to the ad



Universe: Financial Advisors that recalled Funds ad on Captivate

