

CASE STUDY - PRE-TEST OOH: CHOOSING THE BEST OOH AD FOR EACH COUNTRY

BUSINESS CHALLENGE

Uncovering local nuances by finding the best OOH ad per country (UK, NL, ES) out of a selection of four different versions in three countries. The best OOH ad per country needs to create a strong impact on the brand.

RESULTS

For each country the same OOH ads were tested. The results showed the local nuances for the different countries. In NL and UK, the same OOH ad outperformed the other three OOH ads, on all dimensions. The ad was noticed very well, had a strong brand impact and was able to increase purchase intent. However, this ad was not the strongest for Spain. On brand impact a different OOH ad realized the strongest brand impact in this particular market. This score was significantly higher than the other ads.

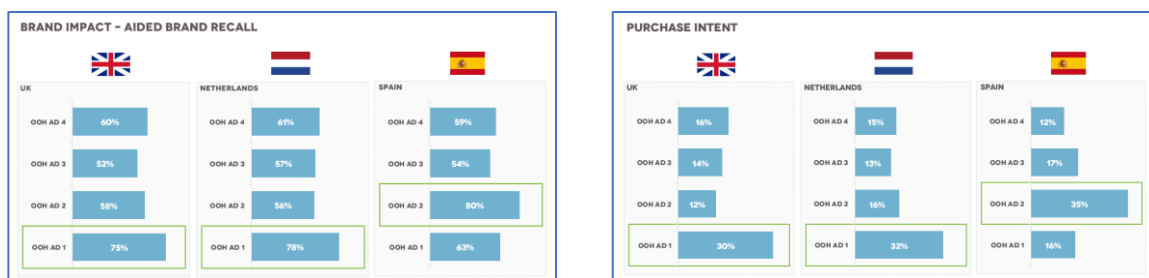


Figure 1: Brand impact scores for all OOH ads per country Figure 2: Purchase intent for all OOH ads per country

KEY TAKE OUT

By testing four OOH ads in three different countries our pre-test uncovered local differences. Where the same OOH could be used for the UK and NL, the client decided it was better to use a different ad for Spain, as the results on brand impact were significantly higher (+15%). The campaign went live in all countries and showed similar results on the positioning of their brand, which validated the decision to use different ads in different countries.