

CASE STUDY - PRE-TEST OOH: CHOOSING THE BEST OOH AD

BUSINESS CHALLENGE

Finding the best OOH ad out of a selection of three different versions. The best OOH ad needs to have a strong brand impact and activation power to ensure it increases purchase intent.

RESULTS

All three OOH ads were evaluated similarly – all were capable to convey a clear message and were evaluated strongly on metrics like likeability, credibility and brand fit. However, the first OOH ad had a promotional element incorporated, which lead to a significantly higher score on brand interest and purchase intent and was the only ad that was capable to increase activation of the target.

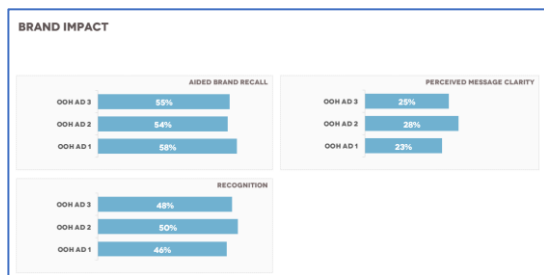


Figure 1: Brand impact scores for all OOH ads

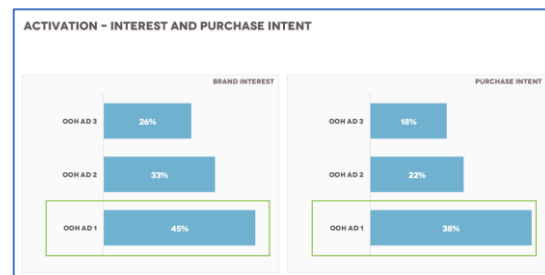


Figure 2: OOH ad 1 outperforms other ads on activation

KEY TAKE OUT

By testing three OOH ads monadically the client was able to make a clear choice on which ad was best able to activate the target audience. The OOH ad with the promotional element has the strongest potential to not only create awareness for the brand, but also to stimulate the target audience to purchase the brand. Therefore, the client used this OOH ad in their new campaign and saw a direct increase in purchases in the week this ad was placed (+5% one week after placement).