

CASE STUDY - PRE-TEST OOH: OPTIMIZATION OUT OF HOME AD

BUSINESS CHALLENGE

Understanding the strength of the newly developed ad to uncover potential areas of improvement to maximize in-market potential.

RESULTS

The main outcome and area of concern was the low brand recall of the ad. Although the ad was evaluated positively, this did not lead to a strong brand recall and a high percentage of people that noticed the brand. Online eye-tracking showed us that the main visual was noticed, but that the brand was displayed too small and was therefore not clearly visible for people in the short amount of time that they were exposed to the ad. The results clearly showed that the size of the brand logo was the main area for optimization.



Figure 1: Brand impact scores before and after optimization

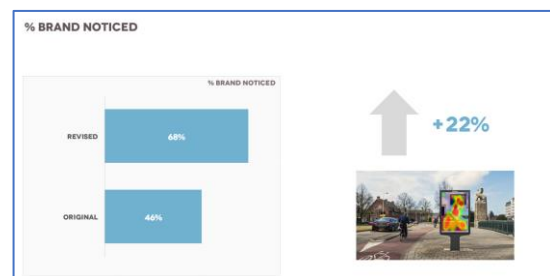


Figure 2: % Brand noticed before and after optimization

KEY TAKE OUT

The client decided to create a revised version of the OOH ad in which the size of the brand logo was increased. This optimization resulted in a significant improvement of brand recall and the percentage that noticed the brand, and thereby positively impacted key metrics like brand impact.