kbh
on train media

Amazon Prime Video:
a case study from
KBH On-train Media

Download TV shows to watch on your commute
Thousands of Movies & TV shows to download on your mobile or tablet and watch offline later.
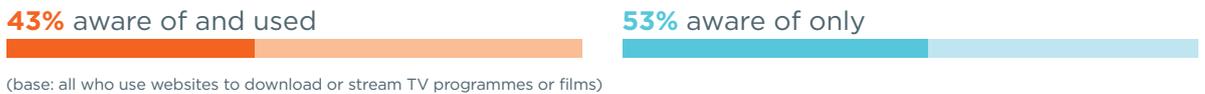amazon Prime
WALKING DEAD

Let's set the scene

base: Amazon Prime – aware of and used
Source: Dipsticks 2015, 2000 respondents, conducted online to investigate various advertiser categories and key brands within those categories

On-train audience is the right audience:

58% regularly watch TV shows / films on-device

58% regularly stream these on-device

52% download these on-device

25% watch TV shows / films on-device on the train

17% stream these on-device on the train

12% download these on-device on the train
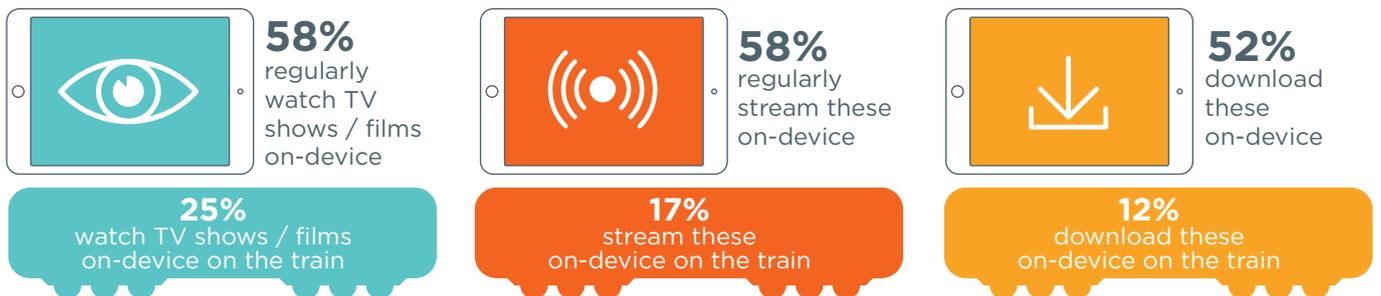
On-train audience are aware of and use Amazon Prime:

43% aware of and used

53% aware of only

(base: all who use websites to download or stream TV programmes or films)

Those who download and stream TV / films notice Traincards:

45% who regularly download TV / films frequently notice Traincards (index 116)

51% who download TV / films on a train frequently notice Traincards (index 130)

43% who regularly stream TV / films frequently notice Traincards (index 111)

51% who stream TV / films while on the train frequently notice Traincards (index 132)

Respondents aware of and using Amazon Prime notice Traincards:

48% frequently notice Traincards (index 122)

(base: Amazon Prime – aware of and used)

Time to action amongst those aware of and using Amazon Prime:
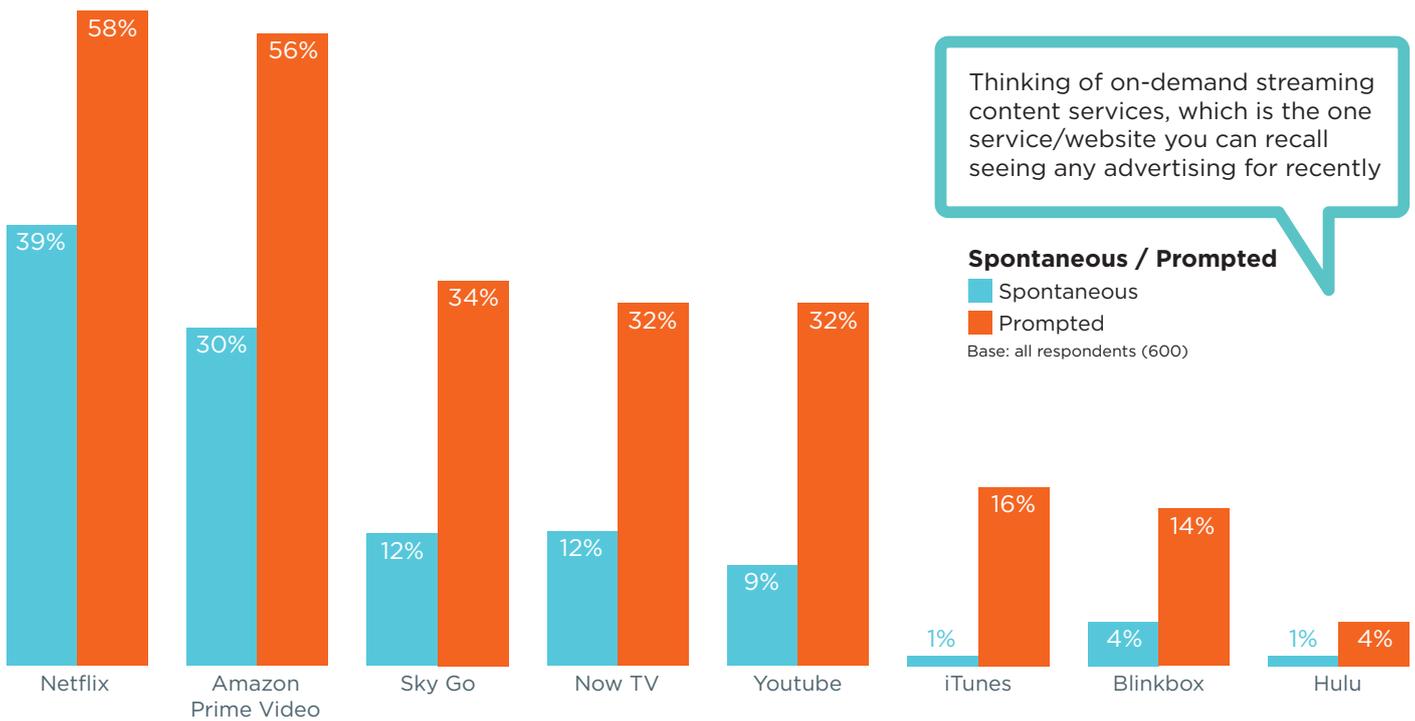
48% have talked to someone about a Traincard ad (index 145).

58% have researched a Traincard ad (index 121).

36% made a purchase as a result of a Traincard ad (index 155).

In all three cases the activity was most likely to be carried out on the train, straight away.

Amazon Prime campaign research details:

2nd November 2015 – 15th November 2015

6,000 Traincards across the full KBH network

Conducted by Dipsticks, online, 600 respondents

Setting the scene: the on-demand streaming content category

Netflix and Amazon clear leaders

Thinking of on-demand streaming content services, which is the one service/website you can recall seeing any advertising for recently

Spontaneous / Prompted
- Spontaneous
- Prompted

Base: all respondents (600)

Service	Spontaneous	Prompted
Netflix	39%	58%
Amazon Prime Video	30%	56%
Sky Go	12%	34%
Now TV	12%	32%
Youtube	9%	32%
iTunes	1%	16%
Blinkbox	4%	14%
Hulu	1%	4%

Well over a third of respondents recalled seeing the Amazon Prime Video ad in situ on the train

Campaign was well-recalled and noticeable

39% recalled seeing the traincards in situ on the train

Of those, 42% had seen the ad multiple times

Seeing the Amazon Prime Video ad on the train reinforced positive perceptions of and attitudes towards Amazon Prime Video

What do you remember of the advert?

New show to Amazon	12%
Amazon Prime	10%
Poster	5%
Remember it but not specifics	5%

What did it tell you about Amazon Prime Video?

Large amount of movies & shows	20%
Generic positive mention	9%
30 free day trial	7%

## Display on Traincards drove a more positive perception of the advertising creative execution

Agreement that the advertising itself is...

Noticeable 60%

Noticeable 80%

Informative 61%

Informative 81%

Clear, easy to understand 59%

Clear, easy to understand 78%

Aimed at people like me 63%

Aimed at people like me 78%

Base: all respondents (teal) (600) / those who recall seeing the ad in situ (gold) (236)
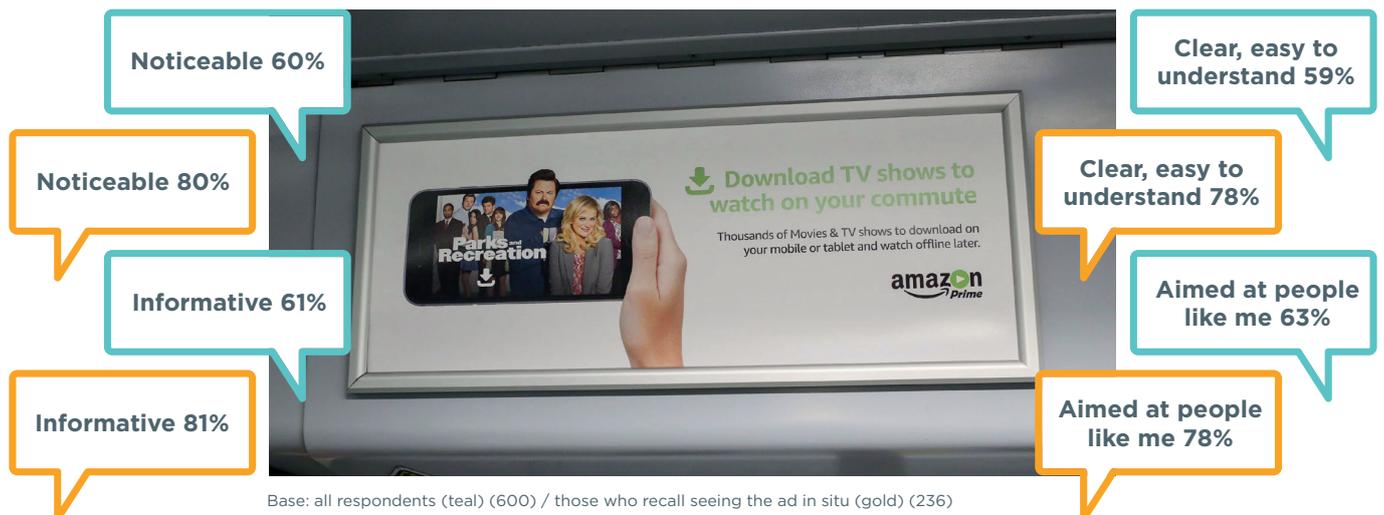
Traincards encouraged greater levels of consideration for Amazon Prime Video

Content + context = the most effective campaign
- Agreement: made me more likely to consider using Amazon Prime Video

All: 48%

Those who recalled seeing the traincard in situ: 77%
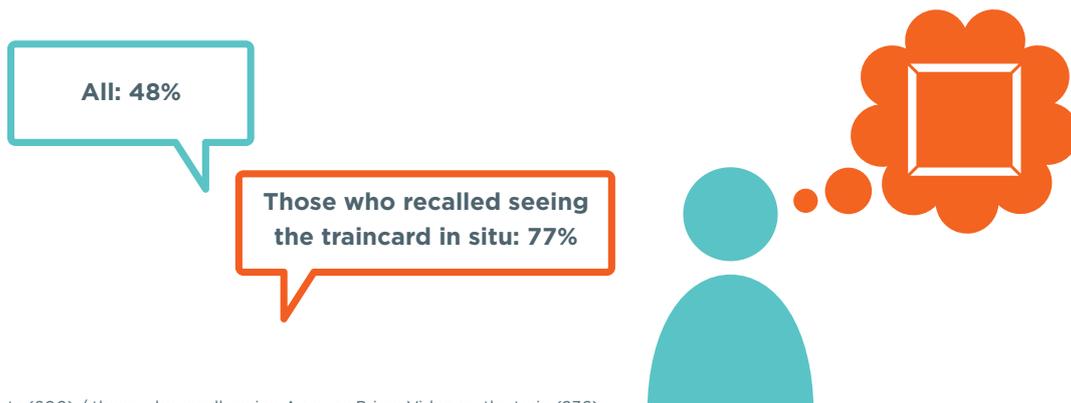
Base: all respondents (600) / those who recall seeing Amazon Prime Video on the train (236)