



on train media

Capital One:

A review of the Capital One Traincard campaign



Dates



24th October – 4th December 2016

Campaign details



9,000 Traincards across the full KBH network

Research details

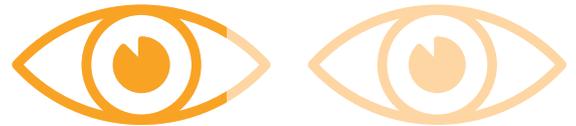


Conducted by Dipsticks, 600 online respondents, w/c 21st November

In-touch train travellers have seen the campaign, and they've seen it a lot...



45% recalled seeing the Traincards in situ on the train...



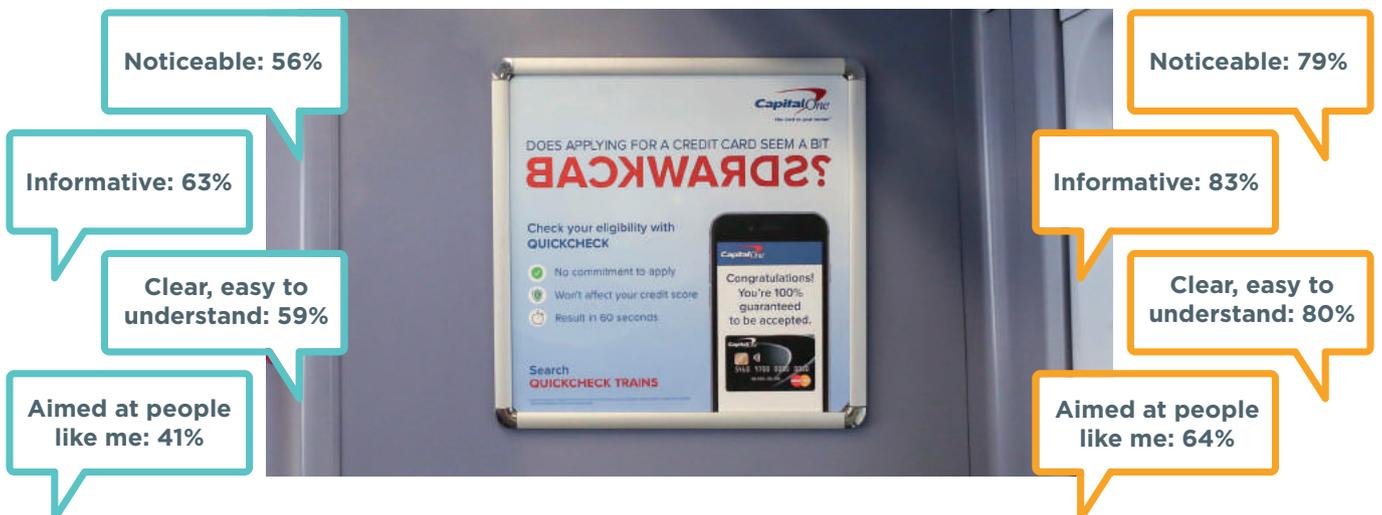
...Of those, 41% had seen it quite a lot

Bases: all respondents (600)/ those who recall seeing the advertising (272)

Recalling the Traincards in situ had a positive influence on campaign perception

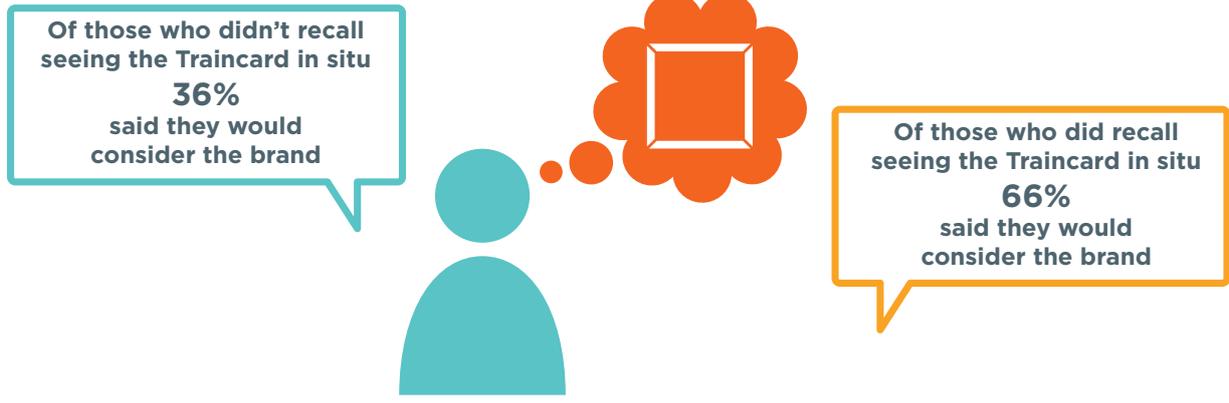
Those who do not recall seeing the ad in situ

Those who do recall seeing the ad in situ



Base: those who do not recall seeing the ad in situ (blue - 328) / those who do recall see the ad in situ (orange - 272)

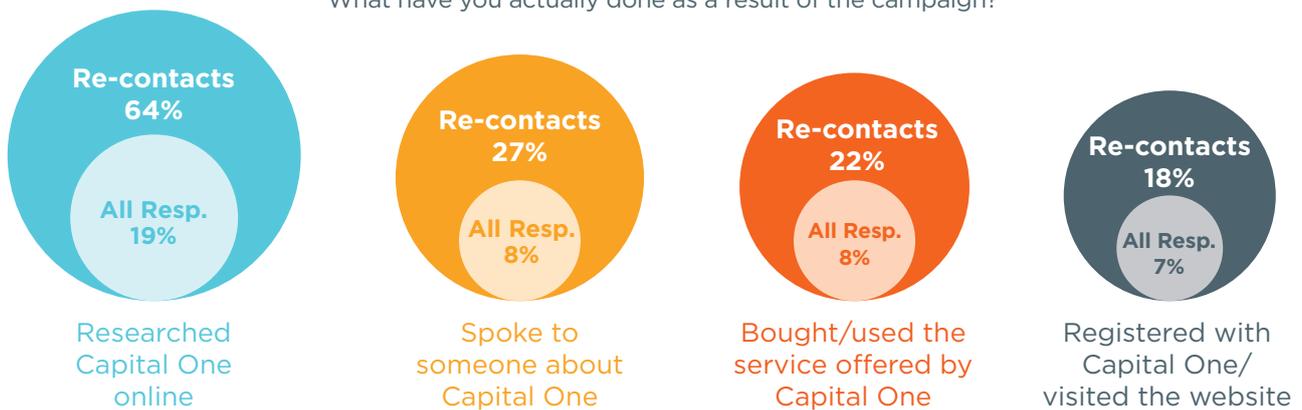
Traincards encouraged a greater level of consideration



Base: those who do not recall seeing Capital One on the train (blue - 328)/ those who recall seeing Capital One on the train (orange - 272)

Recalling the Traincards in situ makes consumers more likely to respond - even after the campaign has finished

A fortnight after the original research, we re-contacted those respondents who had recalled Traincards in situ, and said they would consider the advertised brand, and asked them: "What have you actually done as a result of the campaign?"



Base: All respondents (600)
Base: Re-contacts - recall Traincard AND agree 'more likely to consider' (145)

And in summary...

54% of respondents recalled seeing the Capital One ad in situ on the train

Those respondents who saw the Traincard campaign had much higher levels of 'positive' attitude toward Capital One

About two thirds of respondents who saw the Traincard campaign agreed it made them more likely to consider Capital One

Over 86% of re-contacted respondents have followed up: concrete proof that Traincards drive action