

# City Index:

## A review of the City Index Traincard campaign



### Dates



10th - 23rd April 2017

### Research details



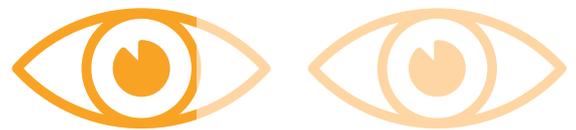
Conducted by Dipsticks, 514 online respondents, w/c 17th April



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



29% recalled seeing the Traincards in situ on the train...



...Of those, 31% had seen the campaign a lot

Bases: all respondents (514)/ those who recall seeing the advertising (145)

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



Base: those who do not recall seeing the ad in situ (blue - 364) / those who do recall see the ad in situ (orange - 150)

# Content + context = the most effective campaign

- Agreement: made me more likely to consider City Index

Those who didn't recall seeing the Traincard in situ:  
**17%**

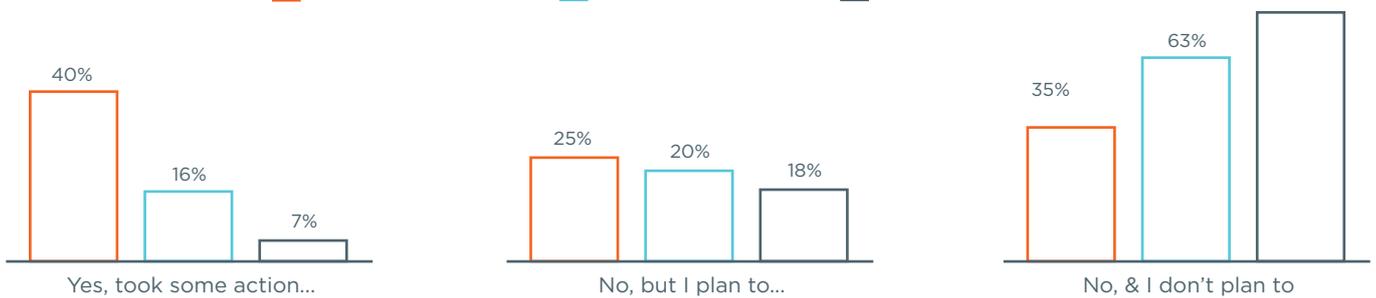


Those who recalled seeing the Traincard in situ:  
**44%**

Base: those who do not recall seeing City Index on the train (364) / those who recall seeing City Index on the train (150)

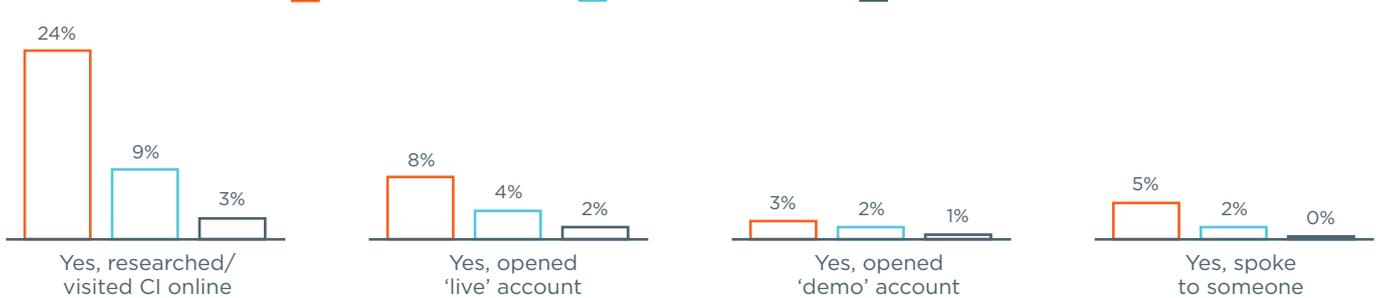
## Did you do anything as a result of seeing the advertising for City Index?

Recall Traincards (150) All Respondents (514) No Recall (364)



## Did you do anything as a result of seeing any advertising for City Index? Yes...

Recall Traincards (150) All Respondents (514) No Recall (364)



## And in summary...

**3/10 respondents recalled the ad in situ on the train**

**Respondents who saw the Traincard ad campaign were substantially more likely to take 'action' as a result of the ad, compared to those who did not recall the campaign**



**61% of respondents understood City Index to be a trading platform for spread betting**