

Sky: A review of the Sky Acquisitions Traincard campaign



Dates



29th August 2016
- 11th September 2016

Campaign details



9,000 Traincards across the full KBH network

Research details



Conducted by Dipsticks, 600 online respondents, w/c 5th September

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



51% 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 (308)

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

Those who recalled seeing the ad on the train are more likely to agree that it is...

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 - 292) / those who do recall see the ad in situ (orange - 308)

Traincards encouraged a greater level of consideration for Sky

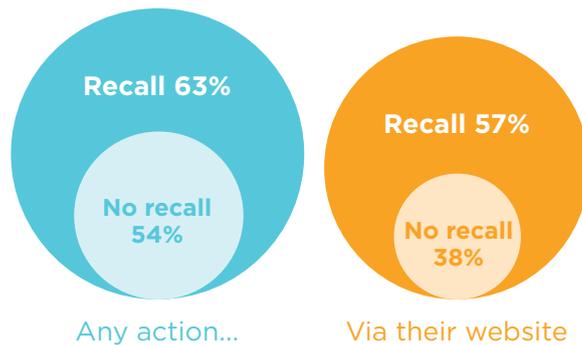
Agree: the advertising makes me more likely to consider Sky



Base: those who do not recall seeing the ad in situ (blue - 292) / those who do recall see the ad in situ (orange - 308)

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: Agree 'more likely to consider' AND do not have Sky as both TV & Broadband service provider (169)

And in summary...

Exceptional recall levels: over half of respondents recalled seeing the Sky Acquisitions ad in situ on the train, one of the highest scores achieved

Driving brand contact: Sky scored higher than competitors when asked how likely respondents are to contact them



Driving brand consideration: over two thirds of the respondents who saw the Traincard campaign agreed it made them more likely to consider using Sky

Driving activation: when re-contacted, well over a half of all respondents have followed up; concrete proof that Traincards drive action