

# Babybel:

## A review of the Babybel Traincard campaign



### Dates



13th - 26th March 2017

### Research details



Conducted by Dipsticks, 600 online respondents, w/c 20th March



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



39% recalled seeing the Traincards in situ on the train...



...Of those, 40% had seen the campaign a lot

Bases: all respondents (600)/ those who recall seeing the advertising (235)

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



Base: those who do not recall seeing the ad in situ (blue - 365) / those who do recall see the ad in situ (orange - 235)

# Content + context = the most effective campaign

- Agreement: made me more likely to consider Babybel

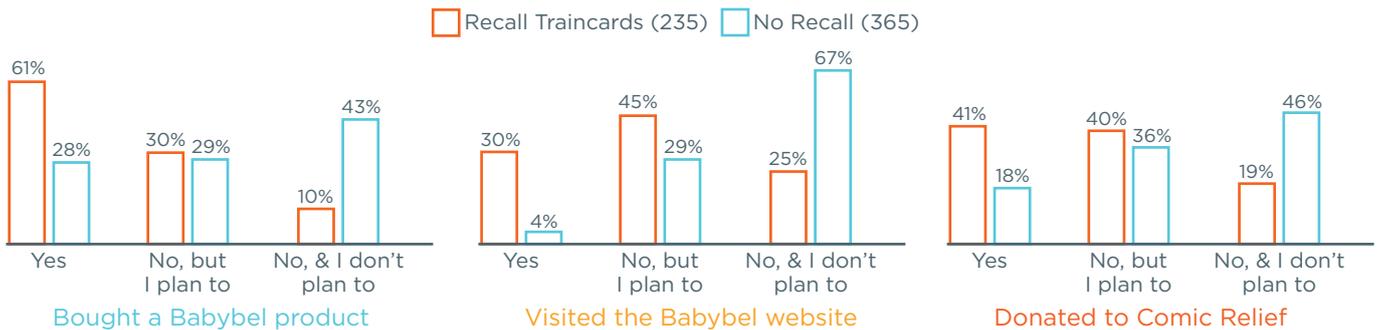
Those who didn't recall seeing the Traincard in situ:  
**44%**



Those who recalled seeing the Traincard in situ:  
**76%**

Base: those who do not recall seeing Babybel on the train (365) / those who recall seeing Babybel on the train (235)

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



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

Please can you tell us if you did any of the following as a result of seeing the advertising for Babybel in the last two weeks?

Any action **93%**



Yes - I bought a Babybel product



Yes - I visited the Babybel website



Yes - I donated to Comic Relief

Only **7%** did nothing

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

## And in summary...

39% of respondents recalled seeing the ad in situ on the train

Over three-quarters of respondents who saw the Traincard campaign overwhelmingly agreed that it would "make them more likely to consider Babybel"



When re-contacted, almost two thirds of respondents stated that they had "bought a Babybel product within the last two weeks"