



# Meridian:

A review of the Meridian Traincard campaign

## Dates



8th – 21st May 2017

## Research details



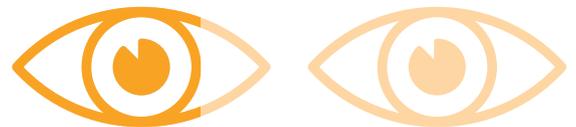
Conducted by Dipsticks, 600 online respondents, w/c 15th May 2017

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



34% recalled seeing the Traincards in situ on the train...

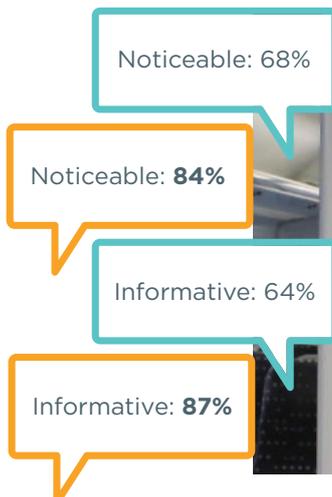
Bases: all respondents (600)/ those who recall seeing the advertising (204)



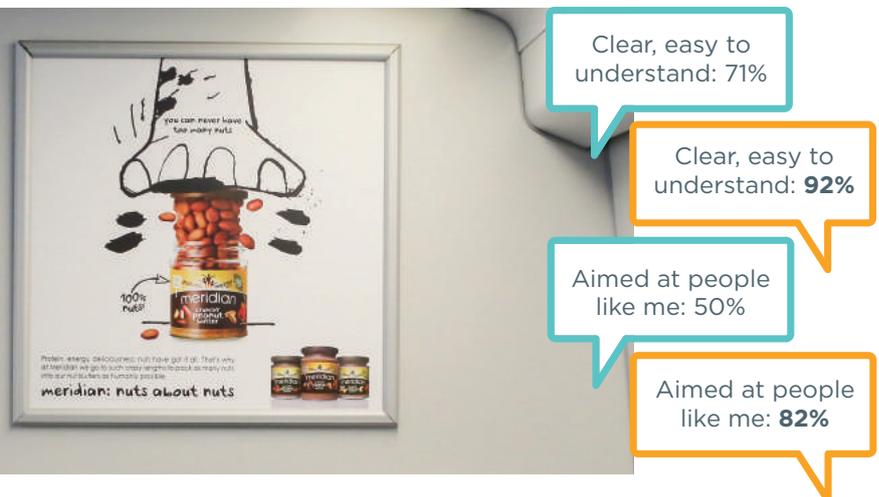
...Of those, one in three had seen the campaign a lot

## In situ Traincard recall had a positive influence on campaign perception

### Those who do not recall seeing the ad in situ



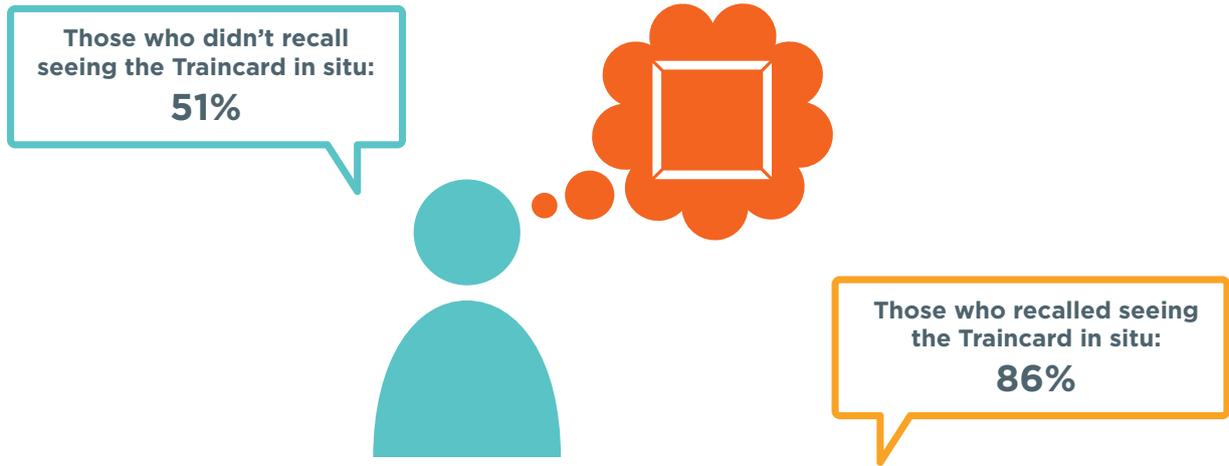
### Those who do recall seeing the ad in situ



Base: those who do not recall seeing the ad in situ (blue - 396) / those who do recall seeing the ad in situ (orange - 204)

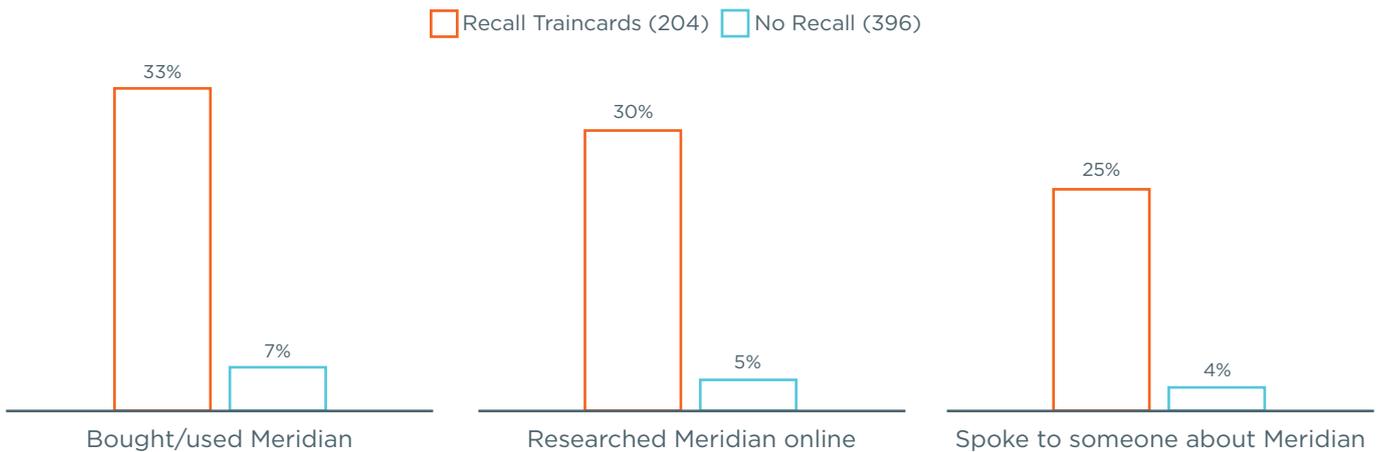
# Content + context = the most effective campaign

- Agreement: made me more likely to consider Meridian



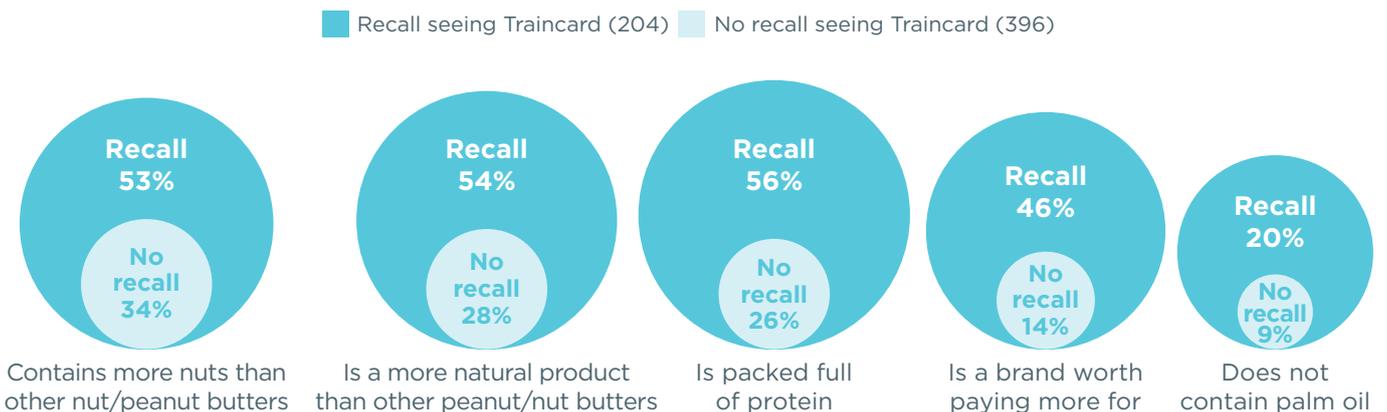
Base: those who do not recall seeing Meridian in the train (396) / those who recall seeing Meridian on the train (204)

## 61% of those who recalled the Traincard had taken positive action as a result



## Traincards accurately reinforced Meridian's benefits

When comparing Meridian to its competitors, which of the following qualities does Meridian provide compared to others?



Base: All Respondents (600)

# 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 in the last two weeks as a result of seeing the advertising for Meridian?

Any action 89%



Yes – I bought a Meridian product



Yes – I researched Meridian online



Yes – I spoke to someone about Meridian

Only 11% did nothing

Base: All Respondents (600)  
Base: Re-contacts - Recall Traincard AND agree 'more likely to consider' (153)

## And in summary...

34% of respondents recalled seeing the ad in situ on the train

Traincards drove accurate brand positioning: greatest message take out was "natural/full of nuts/protein"



Over four-fifths of respondents who saw the Traincard campaign agreed that it would "make them more likely to consider buying Meridian"

When re-contacted, over half of respondents stated that they had "bought or used Meridian within the last two weeks"