



on train media

NS&I:

A case study from KBH On-Train Media



Dates

Campaign details

Research details

Burst 1:



2nd November 2015 - 29th November 2015 (four weeks)



9,000 Traincards across the full KBH network



Conducted by Dipsticks, online, 635 respondents

Burst 2:



28th December 2015 - 31st January 2016 (five weeks)

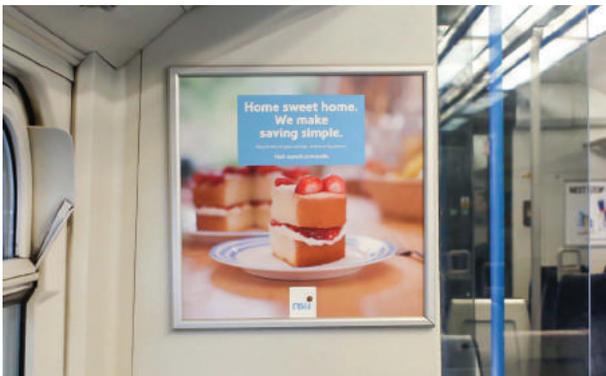


9,000 Traincards across the full KBH network



Conducted by Dipsticks, online, 635 respondents

NS&I advertising was memorable



Increase in general recall

Prompted (by list of brands) awareness +20% from burst 1 to burst 2

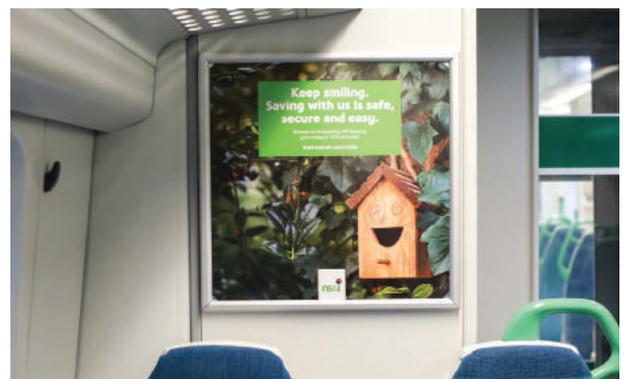
Base: all respondents, both bursts (635 per burst); "Thinking of financial services, which savings providers can you recall seeing any advertising for recently?"



Increase in recall of Traincards

Prompted (by list of brands) awareness +12.5% from burst 1 to burst 2

Base: all respondents, both bursts (635 per burst); "Thinking of financial services, which savings providers can you recall seeing any advertising for recently on trains?"



In-situ recall of Traincards increased by 12%...

...and almost a third of those saw it multiple times in both bursts

Burst 1:



30% recalled seeing the Traincards in situ on the train



Of those, 31% had seen the ad multiple times

Burst 2:



34% recalled seeing the Traincards in situ on the train



Of those, 32% had seen the ad multiple times

Bases for both bursts: all respondents; agreement - do you remember seeing NS&I Traincards (visually prompted) (burst 1 - 190; burst 2 - 213)

Traincards drove sustained, positive attitudes towards NS&I across both bursts

1st burst - all respondents

2nd burst - all respondents



1st burst - those who recall the Traincards in situ

2nd burst - those who recall the Traincards in situ

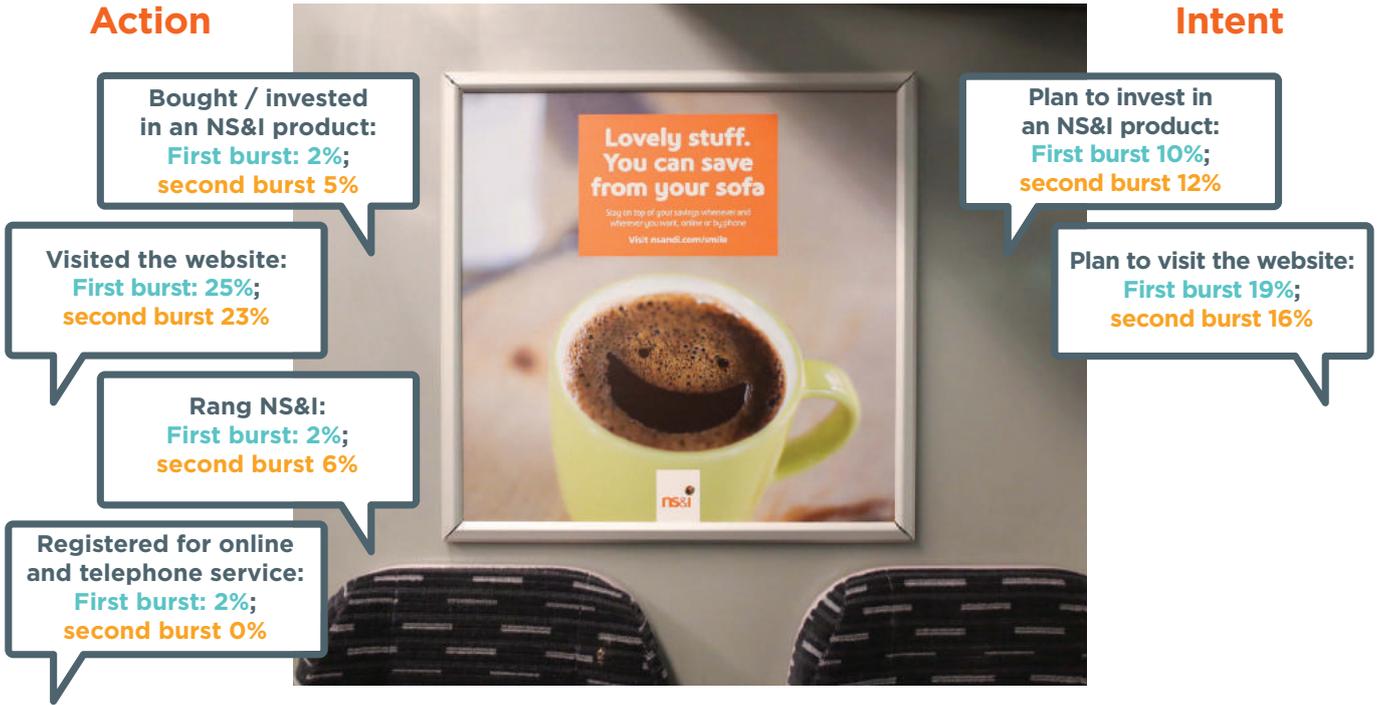


Bases for both bursts: all respondents; agreement - do you remember seeing NS&I Traincards (visually prompted) - yes

Traincards drove consistent levels of action and intent for NS&I

Action

Intent



Bases for both bursts: seen any advertising for NS&I (prompted with list) - Did you do anything as a result of seeing the advert for NS&I?

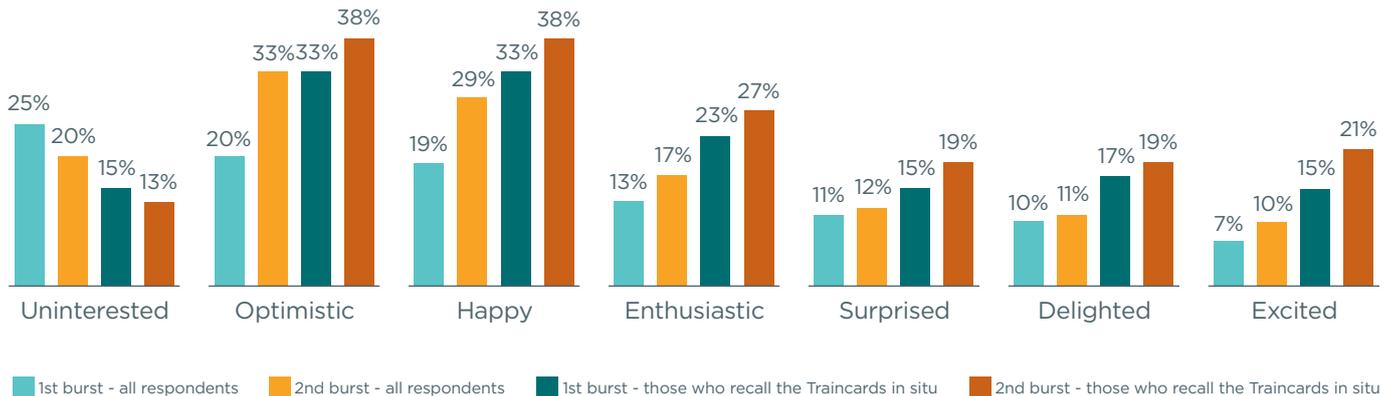
Throughout the whole campaign duration, Traincards encouraged greater levels of consideration for NS&I

Content + context = the most effective campaign



Throughout the campaign, Traincards drove ongoing and increasing levels of positive perception of NS&I

Content + context = the most effective campaign



Bases for both bursts: all respondents; do you remember seeing Traincards (visually prompted) - yes