

Neilson Holidays:

A case study from
KBH On-Train Media



Neilson Holidays campaign research details:



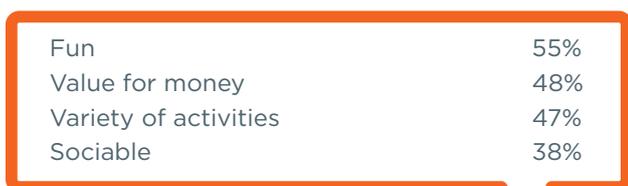
Neilson Traincard was memorable



- Highest spontaneous recall of ad on train (3%)
- Second highest prompted recall of ad on train (10%)

Base: all respondents; "Which active beach club holiday providers can you recall seeing any advertising for recently on the train?"

Those who recalled the ad had an accurate, positive perception of Neilson Holidays



Almost a third of respondents recalled seeing the Neilson Holidays ad in situ on the train



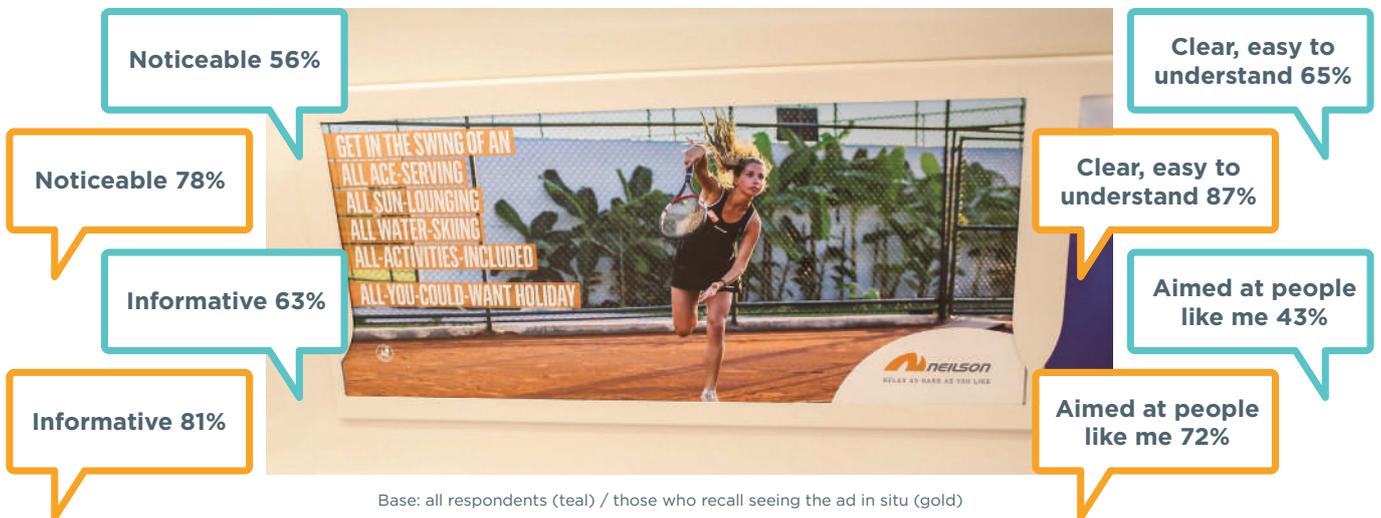
30% recalled seeing the Traincards in situ on the train



Of those, 28% had seen the ad multiple times

Base: all respondents; those who recall seeing the advertising on the train (181)

Display on Traincards drove a more positive perception of the advertising creative execution



Traincards encouraged greater levels of consideration for Neilson Holidays

Content + context = the most effective campaign

Agreement: made me more likely to consider using Neilson Holidays



Content + context = activation

Agreement: made me more likely to consider going on a Neilson Active Beach Holidays



Base: all respondents / those who recall seeing Traincards