

uSwitch:

A review of the uSwitch Traincard campaign



Dates



12th - 25th
September 2016

Campaign details



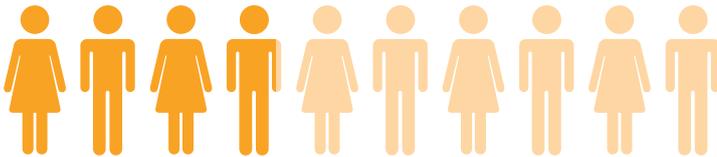
6,428 Traincards across the
full KBH network

Research details

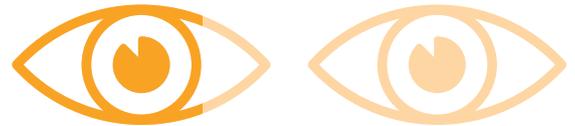


Conducted by Dipsticks,
600 online respondents,
w/c 19th September

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, 38% had seen it quite a lot

Bases: all respondents (600) / those who recall seeing the advertising (234)

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...

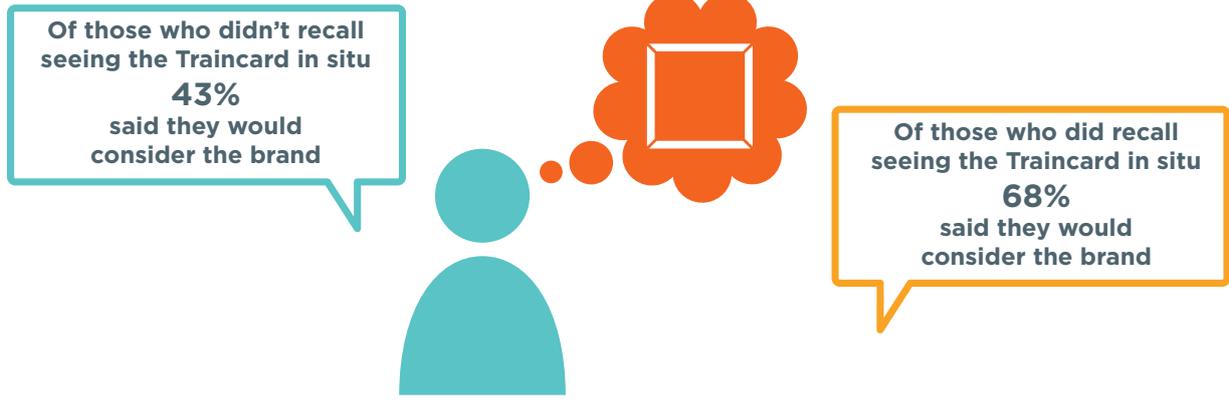
Those who do not recall seeing the ad in situ

Those who do recall seeing the ad in situ



Base: those who do not recall seeing the ad in situ (blue - 366) / those who do recall see the ad in situ (orange - 234)

Traincards encouraged a greater level of consideration



Base: those who do not recall seeing uSwitch on the train (blue - 366) / those who recall seeing uSwitch on the train (orange - 234)

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: All Respondents (600)
Base: Re-contacts - Recall traincard AND agree 'more likely to consider' (119)

And in summary...

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

Traincards drive consideration: over two thirds of respondents who recalled the Traincard campaign agreed it made them more likely to consider using uSwitch

Traincards drive action - it's official. When re-contacted, over 88% of these respondents had followed up