Brand X OOH research report in the telecom industry.

MFour Research

April 6, 2020

Benchmarks by MFour™:

We measure how consumers engage with your out-of-home ads. Then compare it to industry norms. You get benchmarks on how:

1. Well consumers remember your ads.
2. Your ads compare to the competition.
3. Likely consumers are to act on your ads.

Use the indexes to gauge how your ads compare to industry. Then, make informed decisions about copy and creative to increase overall sales.

What's in the catalog?

Here's a look at how we comprised the catalog.

- 100+ brands.
- 250+ campaigns.
- 20,000+ survey completes.
- Top 5 industries: CPG, tech, financial, auto, telecom.

Highlights:

	Brand awareness.	Ad recall.	Consideration.
Benchmark by MFour™	29%	50%	8%
Client X	**50%**	**40%**	**2%**
Benchmark by MFour™ x Client	**72% above benchmark**	**20% below benchmark**	**25% below benchmark**

Behavior-driven summary:

1

Recall Is low but the campaign shows potential to Connect with viewers.
Over one-in-five remember seeing an xx ad.

Respondents found the ads appealing, engaging and it encourage them to find out more about xx.

2

The ads work on strategy to communicate collaborate + connect.
Viewers clearly understand the ads as promoting xx's connection capabilities and ability to facilitate collaboration and networking.

3

Exposure lifts brand opinion, but the ads must work to drive consideration.
Two-thirds say their opinion of xx is improved after seeing the ad. While there's a good base willing to try the service, the same amount are undecided about it. And, most aren't willing to talk about the service with others.

4

Familiarity with brand is driving higher response among xx.
Both groups appreciate the ads, but the higher awareness and familiarity with the brand is likely driving the difference between the two groups.

The research goal.

What we did.

Client A conducted research to understand the effectiveness of the advertising campaign for Brand X in the telecom industry.

Specifically, the research will inform:

- Lifts on brand and advertising awareness.

- Recall and response to the campaign advertisements.

- Campaign impact on consideration and recommendation for Brand X.

To catch these validated shopper opinions, we used our "Out-of-Home" location technology solution.

We conducted an 8-minute survey of respondents within hours of a visit to an out-of-home ad location in order to gain, fresh, Point-of-Emotion insights.

Unexposed (control)   Fieldwork: xx
Exposed (test)   Fieldwork: xx
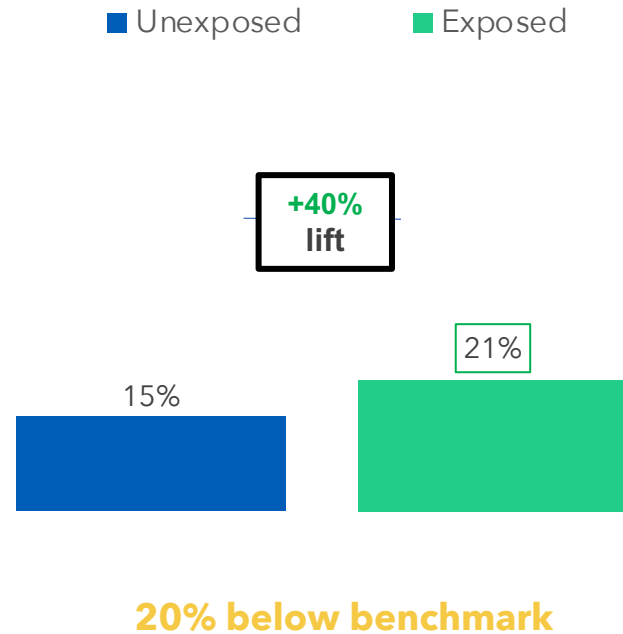
Unexposed (n=xx), **exposed** (n=xx)

- Adults (18+)
- Natural fallout on age, gender, income, ethnicity
- Markets: xx
- Venue Types: Airports, trains, bulletins

Exposure significantly elevates recall.

When prompted, viewers recall seeing category ads but mentions for Brand X remain limited.

Aided Category Ad Recall

- ■ Unexposed
- ■ Exposed

+40% lift

15%

21%

20% below benchmark

Unaided Business Platform Ad Linkage

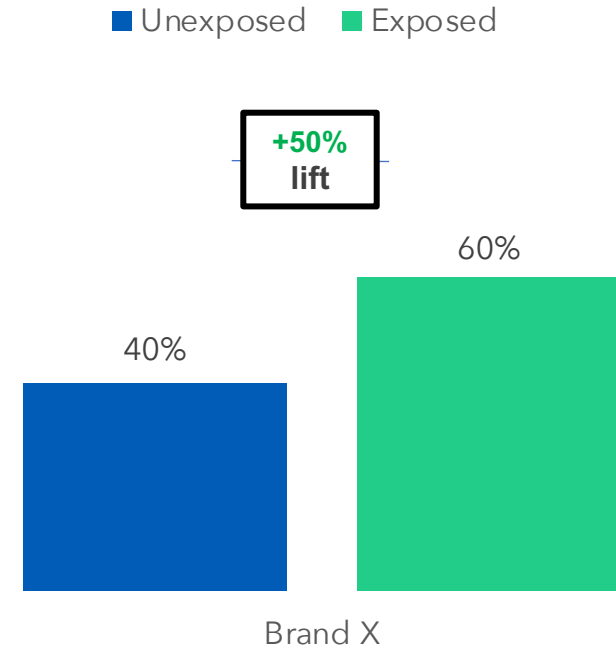|	Unexposed	Exposed
Squarespace	5%	13%
Brand A	11%	7%
Brand X	6%	3%
Brand C	3%	1%
Brand D	2%	0%

Most only recall the brand when prompted.

Three-in-five are familiar with Brand X. Exposed viewers have more awareness of category brands than those unexposed.

Unaided Brand Awareness

■ Unexposed   ■ Exposed

7%   7%

Aided Brand Awareness

■ Unexposed   ■ Exposed

+50% lift

40%   60%
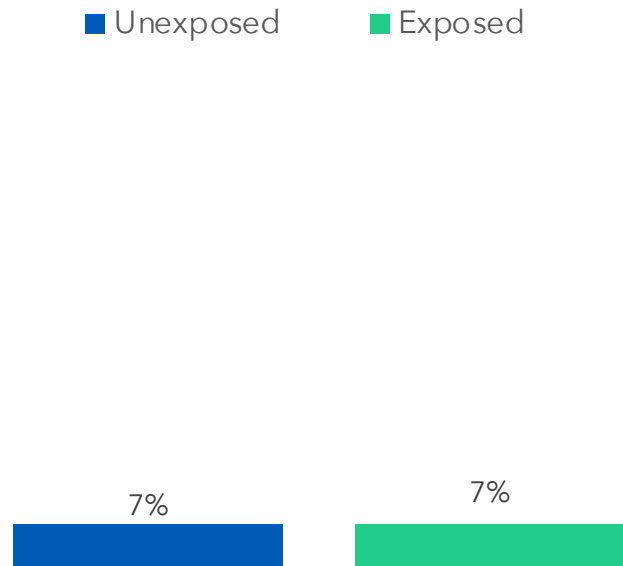
Brand X

72% above benchmark

About MFour.

MFour introduced Surveys On The Go® in 2011.

As the nation's largest, highest-rated consumer panel, it tracks 10 million daily consumer journeys.

Clients use our panel to speak with any buyers they want–in-store, online, or on an app.

The result? Accurate data based on consumers' actions: and context on why they made them.

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It's just better.