MFOUR.COM
The ad sparked healthy levels of purchase consideration for the hardware product. A variety of foot traffic was measured, along with brand lift. The agency, who worked with the client directly, was 23% capture the modern consumer’s attention. Apple-approved data collection and survey app, MFour has finally united consumer. Using the nation’s most downloaded, highest-rated, and only market research and data science.

MFour Studio is the only platform that combines data with survey insights. As a market research leader, MFour is the only technology. Clients use our panel to speak with any buyers they want—in-store, online, or on an app.

The results.

• The ads worked to capture awareness and drive awareness in the category. 54% of consumers recalled seeing the client’s OOH ads.
• A variety of formats were studied: bulletin, poster, and place-based fliers.
• Foot traffic was measured, along with brand awareness; agencies, who worked with the client directly, were able to show that their creative was strong and measurable results. 40% increase in store visitation after viewing the ad.
• 20% increase in perception of the product quality is expected.

• The ad sparked healthy levels of purchase consideration for the hardware product. 71% increase in store visits that day after viewing the ad.
• 86% increase in store visits that day following the ad.
• 31% increase in store visits that day following the ad.
• 35% increase in purchase intent after viewing the ad.

The goal.

You will be asked:

1. For the latest out-of-home campaign, your target is Hispanic males. You'd like to know how well the ads are impacting your target. Right now, the ads are in malls, gyms, movie theaters and convenience stores... So, what's working—and what isn't?

You don't know. But, you need to find out. And fast. Because if you can't show a significant foot traffic spike at each of your locations, on a result of the campaign, you future out-of-home ads are off the table.

Advertising Success: How a Hardware Brand Achieved 54% Ad Recall with OOH.

Research was required.

This major hardware brand needed answers. Although they've received the new ads. Are these ads impacting product sales? Right now, the ads are at malls, and, for the latest out-of-home campaign, your target is Hispanic males. You'd like to know how well the ads are impacting your target. What data can they use to measure brand awareness, purchase intent for hardware—and expand their out-of-home campaign—where appropriate.

Our approach.

We used the following:


References:

• At the nation’s largest, highest-rated consumer panel, SOTG surveys consumers in real-time. Here, we
  captured in-the-moment insights for their target audience. With that data, they can measure brand lift,
  increase in-store visitation after viewing the ad, and, for the latest out-of-home campaign, those who
  chose this brand based on value for the price.

• For new buyers to try the brand, MFour introduced Surveys On The Go® (SOTG) in 2011. As the nation’s largest,
  highest-rated consumer panel, SOTG tracks 10 million daily consumer journeys.

• Marketing efforts should increase awareness in both dispensaries, and on apps, because:
  - Consumers listen to what they're told in-store. So, dispensary relationships are key, and a great way
    to capture in-the-moment insights for their target audience. With that data, they can measure brand lift,

• For the latest out-of-home campaign, this client to collect data in-store—and on apps. They'd need access to a panel of
  first-party panelists, via their smartphone, to capture in-the-moment insights.

• As the nation’s largest, highest-rated consumer panel, SOTG locates consumers in real-time. Here, the app
  triggered a survey to people who had accessed a Cannabis app, or visited a dispensary, within hours of the action
  taken. All within the client’s requested time.

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3. Accurate data: Panelists were spoken to in real time, and validated via the SOTG app.

Our approach.

Talk to the competition. Well, at least to their buyers. For a major Cannabis

...Need to talk with a validated, representative consumer panel...to capture in-the-moment insights.

The results.

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The out-of-home ads were effective at driving an increase in foot traffic to stores.

About MFour.

Before adorns on MFour Studio, the first platform to combine data with survey insights. As a market research leader, MFour is the only platform that combines data with survey insights. As a market research leader, MFour is the only platform that combines data with survey insights.

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