

Vanish Oxi Case Study

Asda Store Pudsey

1st June 2010



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Research Overview

- This research was designed to measure the awareness and impact on riders of the ADRail advertising handrail messages for Vanish Oxi, installed on the up escalator handrail in the Asda Store, Pudsey on Tuesday 1st June 2010.
- 100 Interviews were completed amongst a random sample of escalator riders (aged 16+) adjacent to the store exit, after they had ridden the up escalator.



Interviews: Key Findings

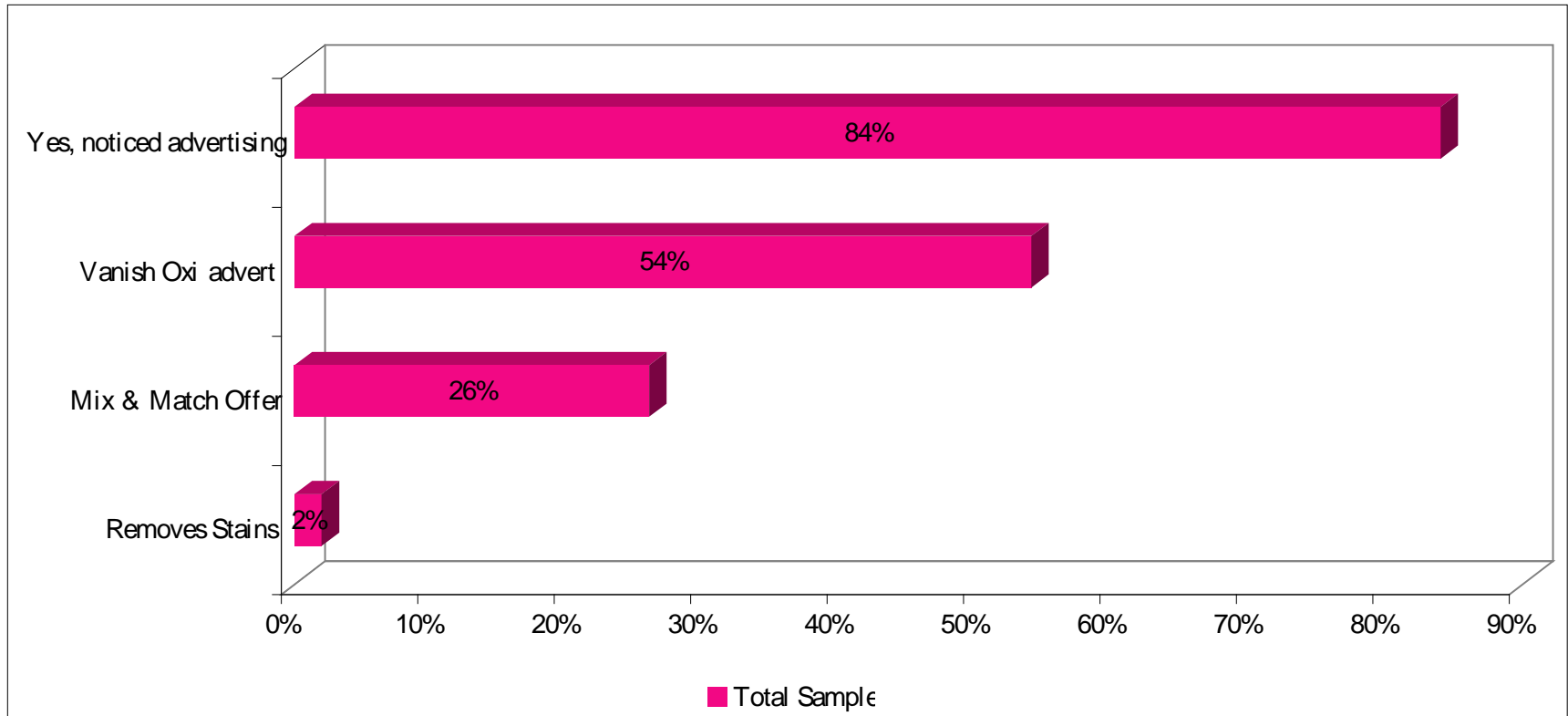
- 85% of escalator riders noticed advertising on the escalator handrails.
- 54% of the total riders interviewed, and 64% of those who noticed advertising on the handrail, correctly recalled that the advertising was for Vanish Oxi.
- 83% of riders claimed to be previously aware of Vanish Oxi's products, with 47% having recently purchased, and 23% planning to purchase their products.
- 79% of riders in total indicated that the ADRail advert has increased their interest in Vanish Oxi products.
- Amongst those who correctly recalled the handrail advertising, 93% reported increased interest (18% a lot, 75% a little) in Vanish Oxi products.
- Additionally, the majority of riders surveyed commented on the vibrant colours used in the campaign.



Recalled Advertising on the Escalator

Handrail

(Base: total sample = 100)



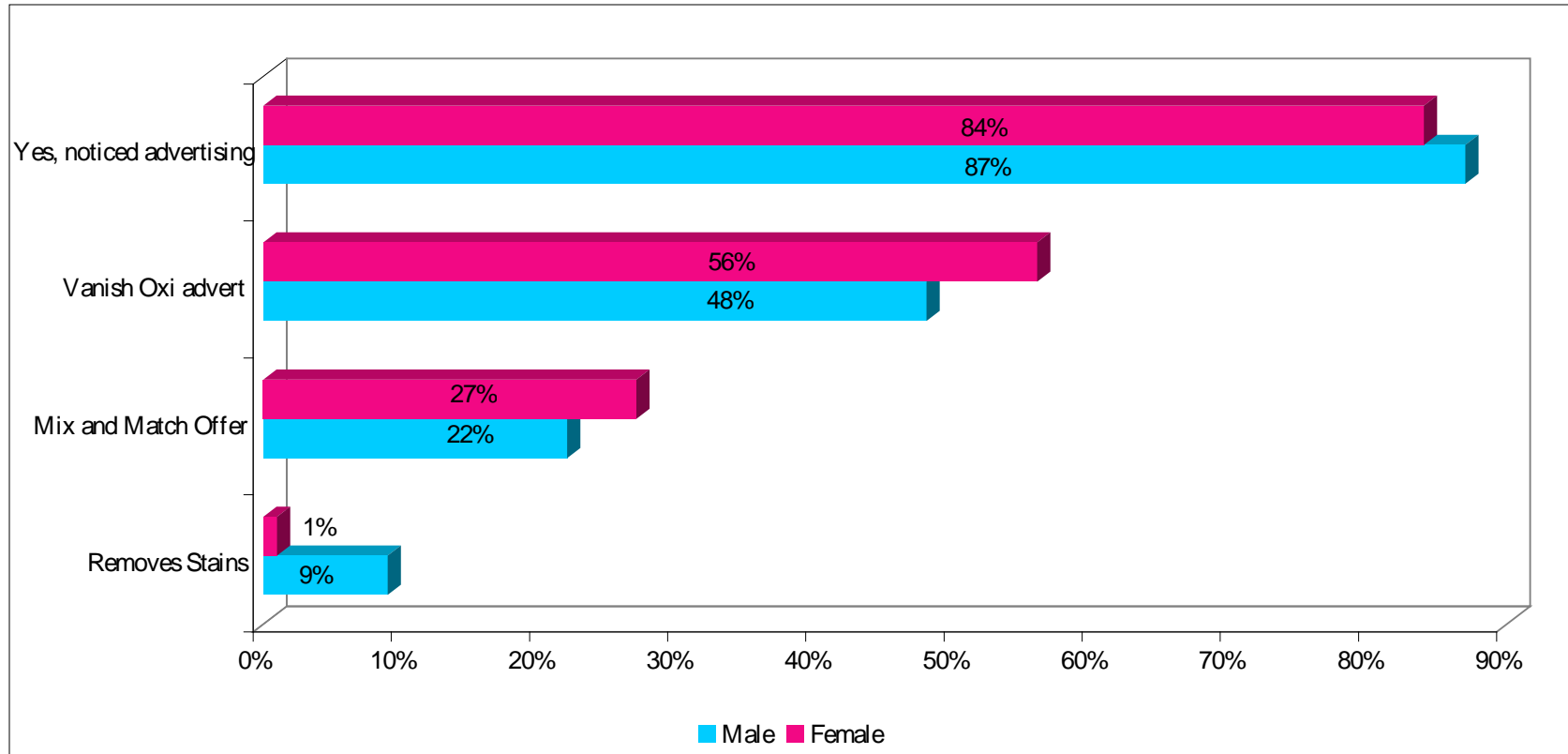
Q1. Have you noticed any branding on the escalator handrails? Yes/No

Q2. From the following list of brand messages, which one do you remember? (Answer 1 only)



Recalled Advertising on the Escalator Handrail (By Gender)

(Base: total sample = 100)



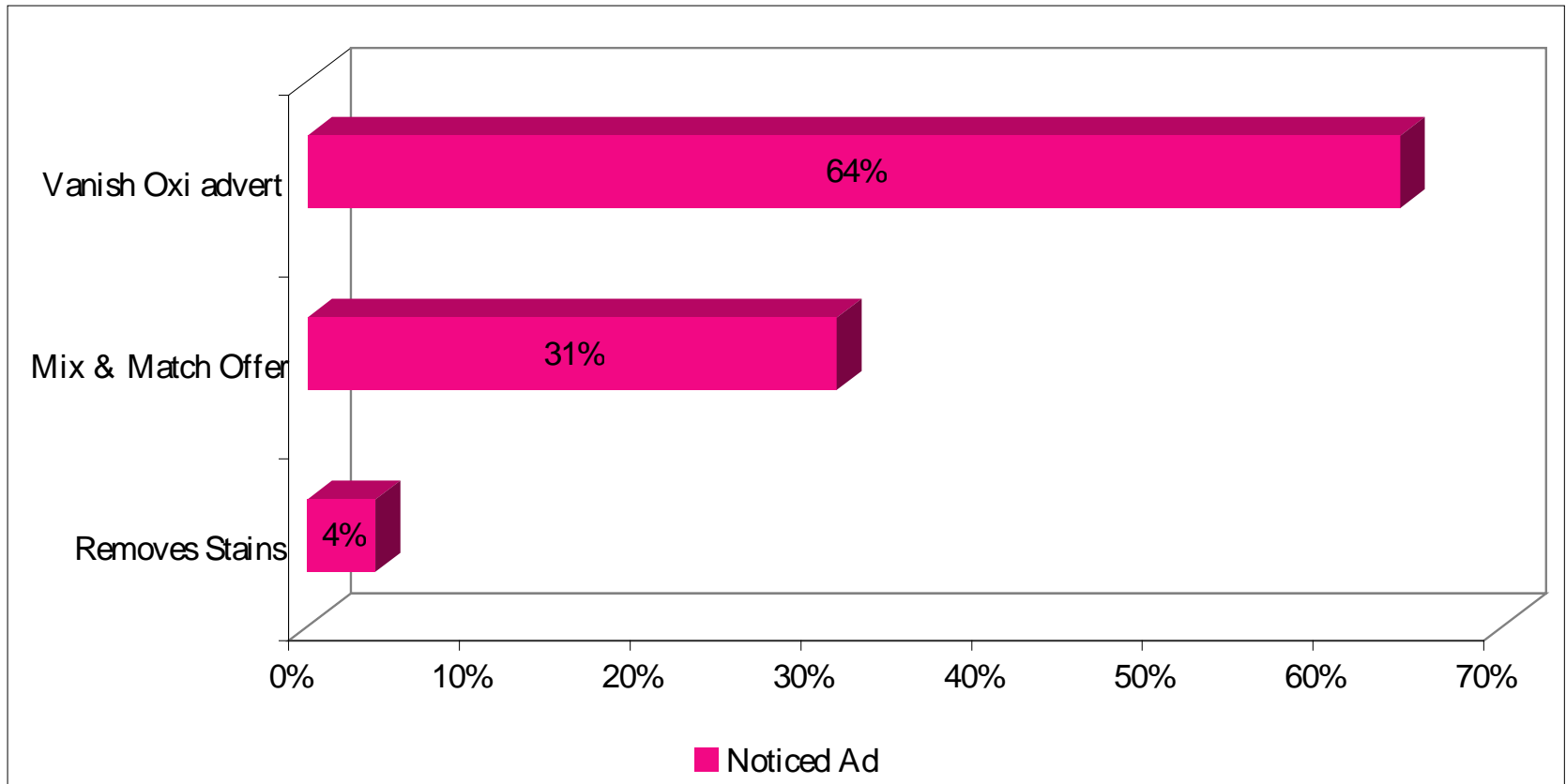
Q1. Have you noticed any branding on the escalator handrails? Yes/No

Q2. From the following list of brand messages, which one do you remember? (Answer 1 only)



What Messages Noticed on the Escalator Handrail

(Base: noticed advertising message on the handrail = 85)

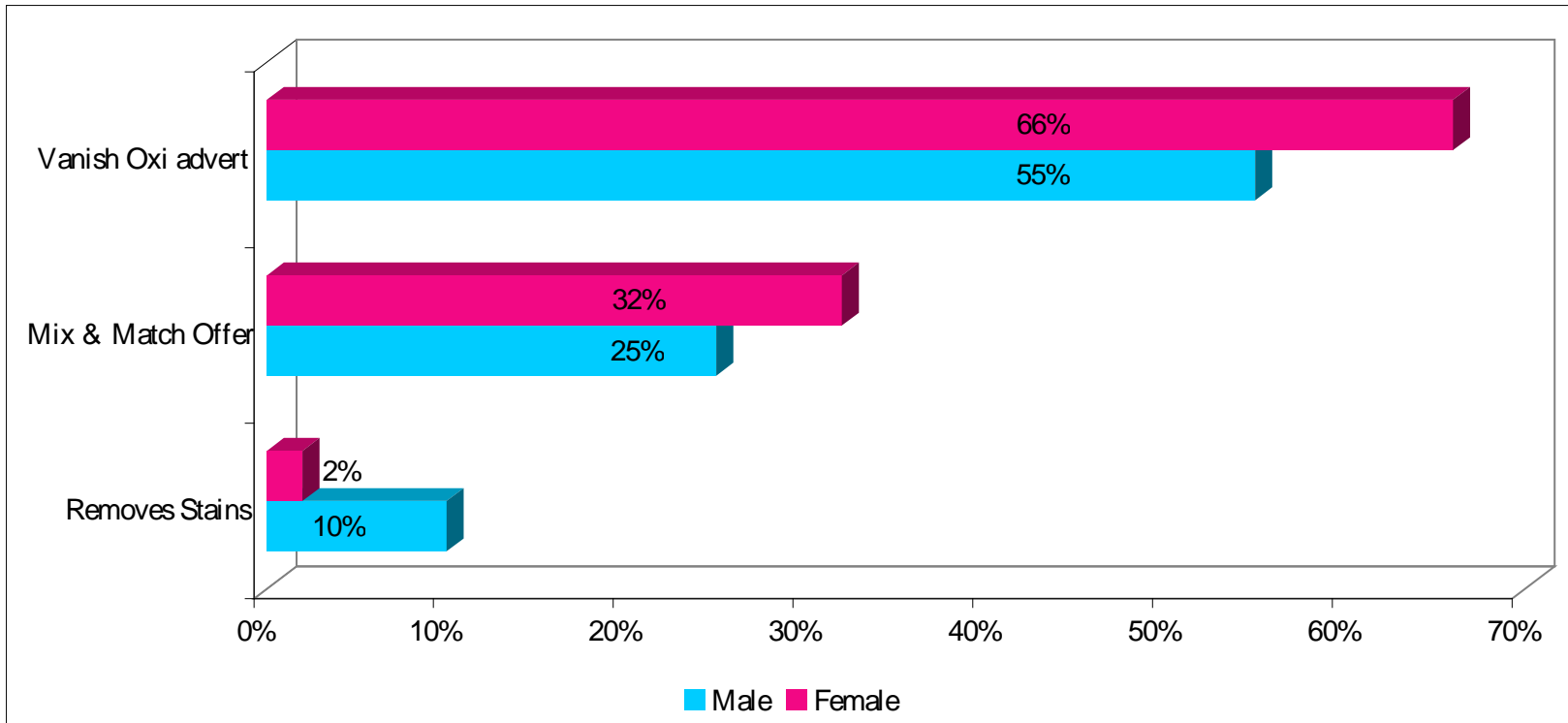


Q2. From the following list of brand messages, which one do you remember? (Answer 1 only)



What Messages Noticed on the Escalator Handrail (By Gender)

(Base: noticed advertising message on the handrail = 85)

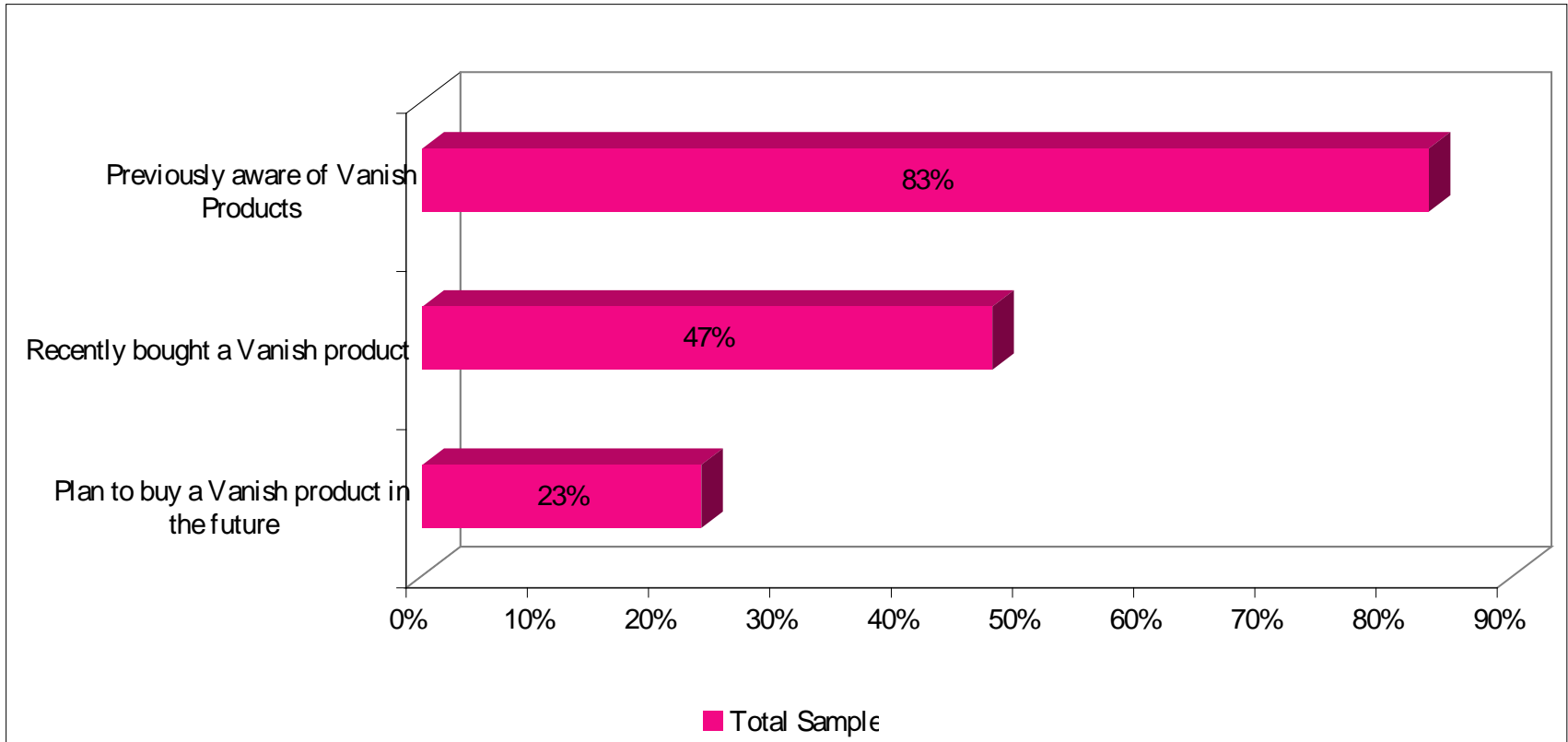


Q2. From the following list of brand messages, which one do you remember? (Answer 1 only)



Messages Noticed: Effects

(Base: total sample = 100)



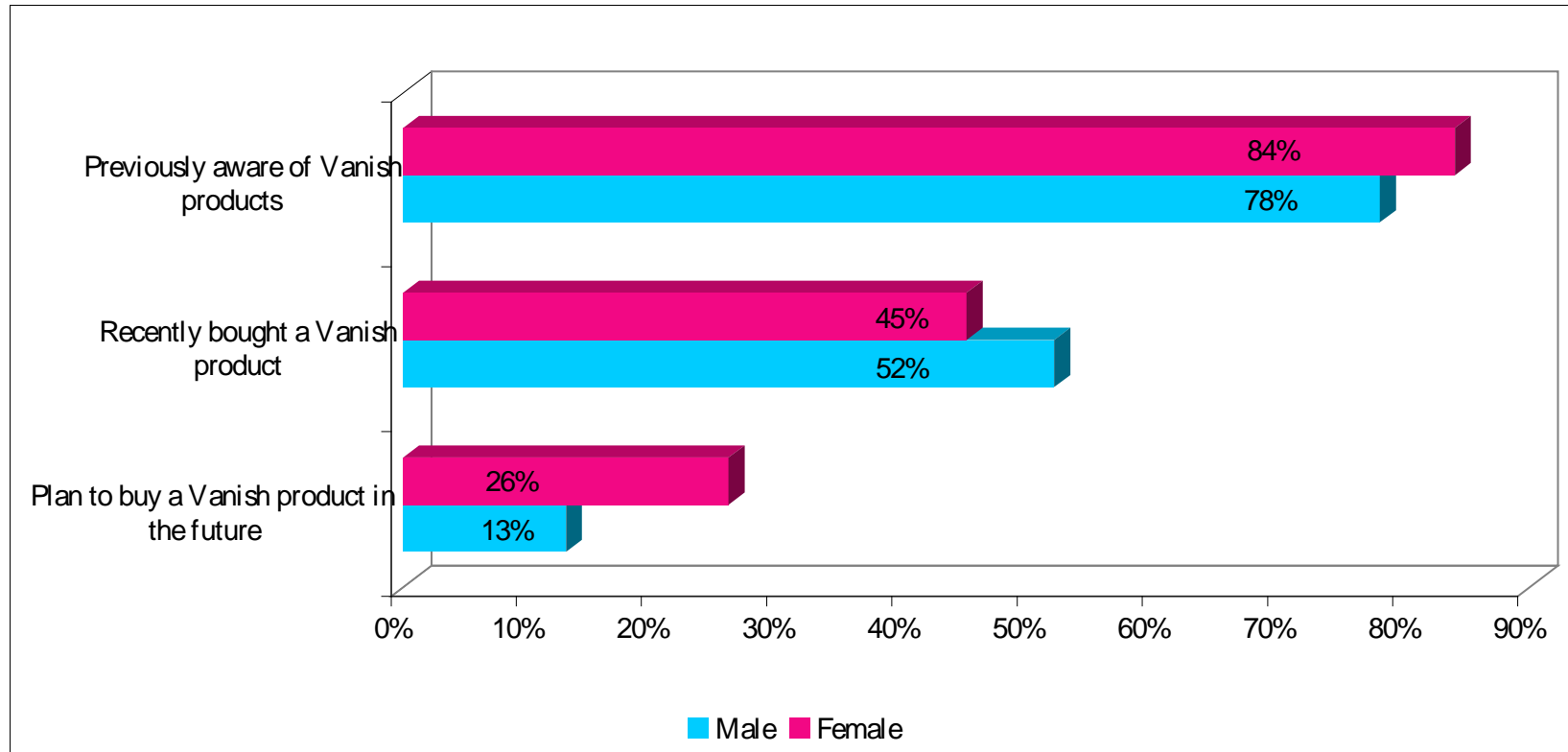
Q3. Were you previously aware of this brand? Yes/No

Q4. Have you recently purchased or are you planning to purchase this brand? Yes, have bought recently / Yes plan to buy in the future / No neither



Messages Noticed: Effects (By Gender)

(Base: total sample = 100)



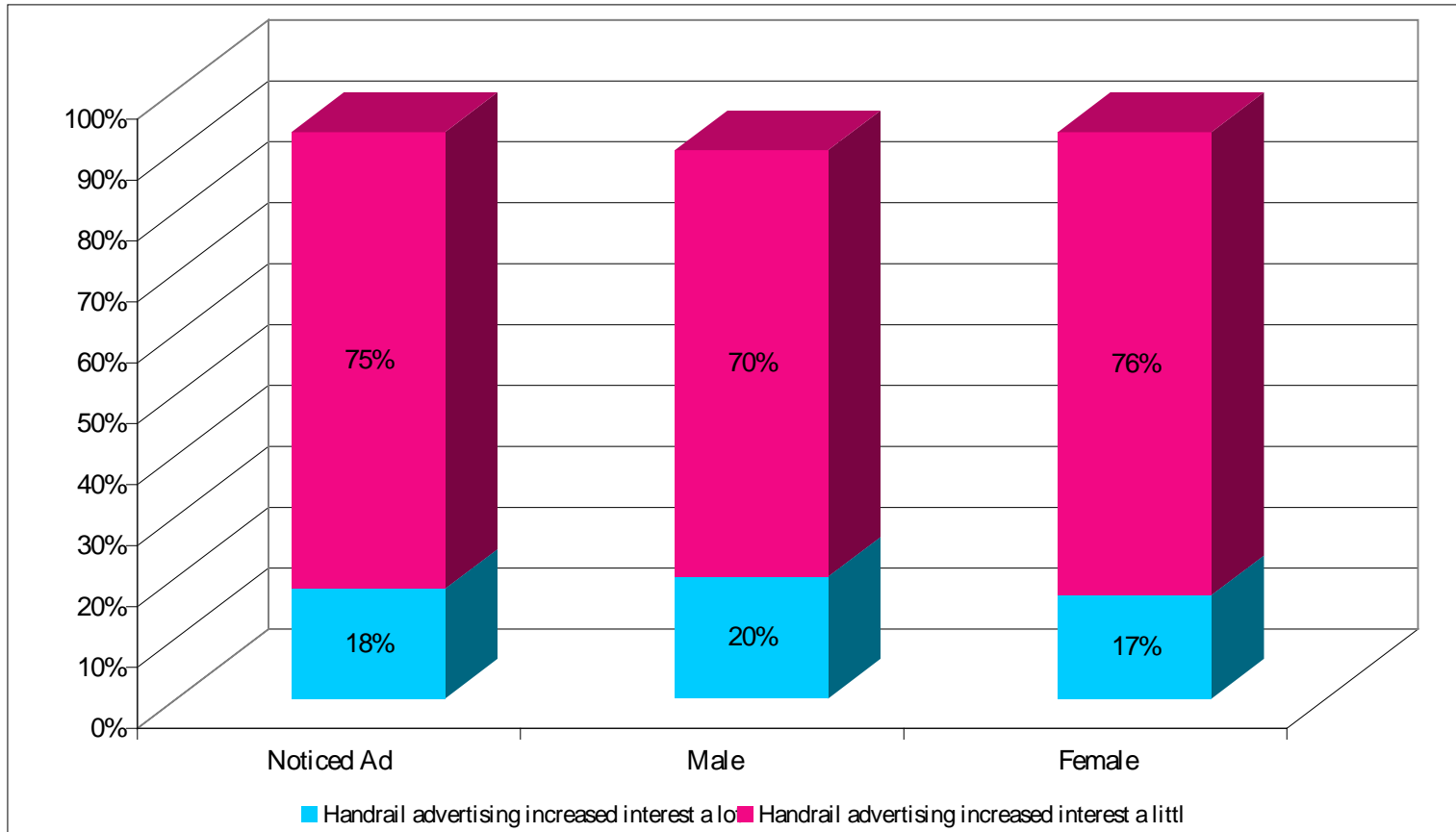
Q3. Were you previously aware of this brand? Yes/No

Q4. Have you recently purchased or are you planning to purchase this brand? Yes, have bought recently / Yes plan to buy in the future / No neither



Messages Noticed: Effects

(Base: noticed advertising message on the handrail = 85)



Q5. Has seeing the escalator handrail advertising increased your interest in this brand?
A lot / A little / Not at all





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