



# Attribution Case Study

## Norwegian Air

### Norwegian Air Exposure & Intent Survey

#### Campaign Objective

Norwegian Air partnered with Lamar Advertising to produce an OOH Exposure Survey campaign. The purpose of the campaign was to determine whether or not brand awareness, ad recall, and intent to research flight fares increased as a result of the campaign.

#### Campaign Details

Timeframe: April 2017 - December 2017

Market: New York, NY | Albany, NY | Providence, RI  
Hartford, CT

Format: Digital Bulletins, Static Bulletins

18+ Impression Delivery: 134,917,088 OOH Impressions

Campaign GRP Total: 2709.9 GRPs



#### Results

- +69% increase in ad recall
- +22.4% increase in intent to research Norwegian Air fares due to the OOH campaign
- 58% increase in ad retention

#### About Placed

This OOH campaign used Placed to gain insight about the effectiveness of the campaign. Placed is a survey app that utilizes an opt-in mobile location tracker. Participants download the Placed app and voluntarily take various surveys. Based on location tracking data, Placed identifies which participants passed the Norwegian Air billboards. Placed then administers survey questions to determine the level to which participants recall and retain ad information. Over 13,000 respondents were surveyed for the Norwegian Air campaign.