

# WE MEASURED AD IMPACT AND PURCHASE INTENT FOR QUIP

Outdoor and Transit Mobile Survey Case Study

## CAMPAIGN OVERVIEW

Quip wanted to understand how well their campaign message resonated with consumers and what, if any, impact it made with respect to brand affinity and purchase intent.

## STRATEGIES & EXECUTION

- **Market:** New York
- **Ad Formats:** Times Square Tower, Brand Trains
- **Duration:** The campaign ran 11/11/19 - 12/1/19

## MEASUREMENT

We partnered with MFour to execute a mobile survey. Measurement began by geofencing all of the billboards in the campaign. Consumers in MFour's double opt-in panel, "Surveys on the Go," allow MFour to passively track their location. Through GPS or RFID signals, MFour is able to tell when a consumer's phone breaks the geofence for an OOH unit. The person then receives a survey asking questions about the brand and the ad. For optimal accuracy, consumers have up to 24 hours to complete the survey before it expires. We collected 300 completed surveys.



SOURCE: OUTFRONT COMMISSIONED STUDY WITH MFOUR, DEC. 2019



## RESULTS

78%

LIKELY TO CONSIDER BUYING QUIP

82%

GAVE QUIP A "GOOD TO EXCELLENT" RATING

48%

AIDED AD RECALL

