

WE HELPED A FINANCE BRAND INCREASE AWARENESS, RECALL, CONSIDERATION, AND WEBSITE VISITATION

A leading finance brand recently executed a multi-format campaign across the New York City transit system to promote its tap-to-pay offering. Did the campaign tap into consumers' consciousness? To find the answer, OUTFRONT worked with MFour, an independent third-party measurement and attribution provider.

STRATEGY & EXECUTION

- **Market:** New York City
- **Ad format:** Liveboards, digital urban panels, brand trains, and Livecard MAX
- **Campaign duration:** Eleven weeks (Oct. 17, 2022-Jan. 1, 2023)
- **Methodology:** Control vs. Exposed

HIGHLIGHTS & RESULTS

- While already well-known, the advertiser saw **lifts in brand awareness**, both unaided (+70%) and aided (+5%).
- **More than half of exposed respondents recalled the ads** (52%) and most ad recognizers (39%) remembered that the main message was about tap-and-go.
- 85% of **those who recognized the ad liked it** and 68% said it made them feel better about the brand.
- Those who recalled the ads were 22% **more likely to consider** using the brand's tap-to-pay feature.
- In the two weeks after exposure, those exposed **visited the brand's website 50% more often** than those non-exposed.



DISCLAIMER: OF COURSE, THE RESULTS OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC, END-USER ACTIVITY (CLICK-THROUGH OR SECONDARY-ACTION RATES), OR REVENUE.



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