

WE HELPED UNILEVER IMPROVE BRAND METRICS AND DRIVE PURCHASES FOR ITS DOVE MEN+CARE DEODORANT

When Unilever wanted to improve brand health and drive sales for its **Men+Care** deodorant, the CPG giant turned to OUTFRONT for a digital transit campaign in subway interiors and stations across New York City. Did the Dove Men+Care brand take flight? With the help of our independent third-party measurement partner MFour, we quantified the impact the campaign made on awareness, consideration, intent, and other key brand metrics.

STRATEGY & EXECUTION

- **Market:** New York City
- **Media Used:** Subway station Liveboards, subway interior Livecards
- **Campaign duration:** Six weeks (February 26 to April 14, 2024)
- **Methodology:** Control vs. exposed

OUTCOMES

- **Aided brand awareness showed a +14% lift** among those exposed vs. those not.
- Of those exposed, **59% recognized the ads**, over 1.5x MFour’s benchmark.
- Ad recognizers showed a **+9% brand favorability lift**, **+8% consideration lift**, and a **+10% purchase intent lift** vs. the control group.
- Of those who recognized the ads:
 - 44% would **seek out additional information**.
 - 35% would **tell someone about the ads**.
 - 32% would **visit the website**.
 - 31% would **purchase the product advertised**.



SOURCE: MFOUR
DISCLAIMER: OF COURSE, THE RESULT 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.



RESULTS

59%
AD RECALL RATE

+9%
BRAND FAVORABILITY LIFT

35%
WOULD TELL SOMEONE
ABOUT THE CAMPAIGN

31%
WOULD PURCHASE THE
PRODUCT ADVERTISED