

OUTFRONT HELPED VOLKSWAGEN LIFT BRAND METRICS FOR ITS ALL-ELECTRIC ID.4

When Volkswagen wanted to drive awareness of its new ID.4 electric vehicle with billboard and transit advertising, OUTFRONT enlisted independent third-party measurement provider MFour to help the brand quantify the impact of its campaign.

STRATEGY & EXECUTION

- **Markets:** San Francisco, Sacramento, Washington, D.C.
- **Media used:** Bulletins, Digital Bulletins, Wallscapes, Liveboards, Bike Shares, Bus Shelters, Urban Panels (multiple operators)
- **Campaign duration:** Six weeks (seasonal holiday-themed ads)
- **Methodology:** Test vs. Control

HIGHLIGHTS & RESULTS

- **Aided brand awareness increased** by 31% among those exposed.
- **Aided ad awareness rose** by 38% among those exposed.
- 35% of those exposed **recalled the ads**, topping MFour’s benchmark of 33%.
- Most recalled formats were roadside (46%) and transit station media (41%) .
- Those who recognized the ad reported **significant lifts in brand opinion (48%), brand consideration (90%), and likelihood to purchase (109%).**



RESULTS

+31%

INCREASE IN BRAND AWARENESS
AMONG THOSE EXPOSED

+48%

LIFT IN BRAND OPINION
AMONG THOSE EXPOSED*

+90%

LIFT IN CONSIDERATION
AMONG THOSE EXPOSED*

+109%

LIFT IN PURCHASE LIKELIHOOD
AMONG THOSE EXPOSED*

* COMPARED TO CONTROL GROUP

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.FDAFDA