

Bespoke Research



Create your own highly tailored research project to measure the key performance indicators that your Outdoor campaign has been designed to accomplish.

Our highly experienced research team will work alongside your in-house marketing and research teams to ensure we develop the most relevant and useful research solution for your brand/campaign needs. We will identify and implement the most appropriate methodology to measure your specific campaign objectives.

The feedback you receive from this collaborative, tailored approach will evaluate the success of your media buying decisions and give you confidence in the return on investment in future planning and buying decisions.

We have worked with several key advertising clients including Prada, Kimberly-Clark, T-Mobile and GSK to measure success. Previous projects have investigated unprompted spontaneous awareness of brands, the effectiveness of multi-format campaigns and the ability of Outdoor to deliver longevity of message and recall for campaigns.



AREAS OF INVESTIGATION

Projects are all bespoke but possible areas of investigation are:

- **Attitudes toward brand**
- **Awareness of advertising in specific regions, target markets and on specific formats**
- **'Top of mind' brands within target market**
- **Response to creative**
- **Incremental sales effect**
- **Return on investment**

SUMMARY

The feedback you receive from an in-depth bespoke project will provide an understanding of how the Outdoor element contributed to the success of the campaign and the return on investment. This information will help shape future campaigns with robust business intelligence.