



CASE STUDY

AUTOMOBILE INDUSTRY

OVERVIEW



- Change in the lifestyle of the people and spend more time out of home
- This had led to the emergence and growth of OOH TV medium
- Advertisers are thus looking at OOH TV medium as vital, efficient and valuable advertising medium

USE OF FLEXICASTING TO SEGMENT BRANDS



Campaign Background

- An automaker had advertised on OOH Media's screens. It advertised two of their brands simultaneously.
- Brands advertised were Brand A (3 Box) and Brand B (Hatch Back). The target audience for each brand was:
 - Brand A: 35 – 45 years, Male, SEC A/ B
 - Brand B: 25 – 30 years, Male/Female, SEC A/ B

OOH MEDIA'S ROLE IN THE CAMPAIGN



- *Flexicasting*, the exclusive media planning tool of OOH Media was used to take the right brand to the right audience.
- Flexicasting aids choice- defined targeting and thus allows less wastage of resources, finance and time as compared to any other medium.
- OOH media suggested more upscale locations for the more expensive model Brand A (3 Box).
- Only OOH Media could allow the automaker to run two commercials simultaneously, at different locations.
- The creative was exclusive to OOH Media.

RESEARCH INSIGHTS



- The market selected for the research was Pune. The location type was BPOs and ITEs
- Sample Size selected for each Brand:
 - Brand A: 61
 - Brand B: 60
- A four week activity only could deliver such a high recall.
- Presence of ad in OOH Media could also aid recall in other mediums.

Table 1: TOP LINES OF RESEARCH



| | Brand A (3 Box) | Brand B (Hatch Back) |
|--|-----------------|----------------------|
| Top-Of-Mind + Spontaneous brand recall for Automobile ad on OOH MEDIA (Unaided recall) | 61% | 47% |
| Recall of Automobile ad in other advertising mediums (unaided recall) | 52% | 48% |
| Total recall for Automobile ad on OOH screens | 100% | 100% |

USE OF FLEXICASTING TO SEGMENT THE MESSAGE



Campaign Background

- An automaker had advertised on OOH media. The creative executions used on OOH Media and Television were the same.
- Target audience: 30-45 years, Male, SEC A, Car owners

OOH MEDIA'S ROLE IN THE CAMPAIGN



- The Flexicasting tool was used to select and display different creatives for different locations. Three different creatives of 15 seconds each were used:

Maneuvering commercial: Work locations

Cornering commercial: Leisure locations

Performance commercial : In store locations

- The same creative was used in both TV as well as OOH Media screens.
- OOH Media was used with the existing campaign to deliver additional scale to the activity.

RESEARCH INSIGHTS



- The Research was conducted in Delhi. Locations selected: Work, In-store and Leisure networks
- Sample size: 182 across all clusters/networks
- Only Flexicasting allows different edits to be played to a more sharply defined context.
- OOH Media acts as a powerful media in aiding recall.

Table 1: TOP LINES OF RESEARCH



| Location | Creative | Automobile Ad Recall |
|----------|------------------------|----------------------|
| Work | Maneuvering commercial | 92% |
| Leisure | Cornering commercial | 69% |
| In store | Performance commercial | 64% |

USE OF FLEXICASTING FOR CUSTOMIZED AND SELECTED PROMOTIONS



Campaign background

- An automaker wanted to advertise different models of its cars to the correct target audience. The campaign was carried out in Hyderabad, Bangalore and Chennai.

OOH Media's role in the campaign

- Client used OOH Media's USP – Flexicasting to create ads suiting the target audience for each brand. The campaign was carried out by choosing:
- Different duration of creatives
- Different brands according to the clusters



CONCLUSION

- On the basis of all the three researches we come to the conclusion that OOH Media is the only medium which allows the advertiser to reach out to the difficult and TV dark audiences in places like BPO/ITES and other work locations.
- Flexicasting, which is only possible on OOH Media screens helps in localizing the message to reach out to the right audiences at the right locations for greater impact.
- OOH Media also acts as a powerful medium in aiding recall and can be used both as a reminder medium as well as for extending the reach of the campaign.
- In short Out of Home television advertising is the need of the hour.

AUTOMOBILE CLIENTS

