

# LAUNCH A BRAND NEW PRODUCT INTO THE NEW ZEALAND MARKET THROUGH BUS AND BILLBOARD ADVERTISING

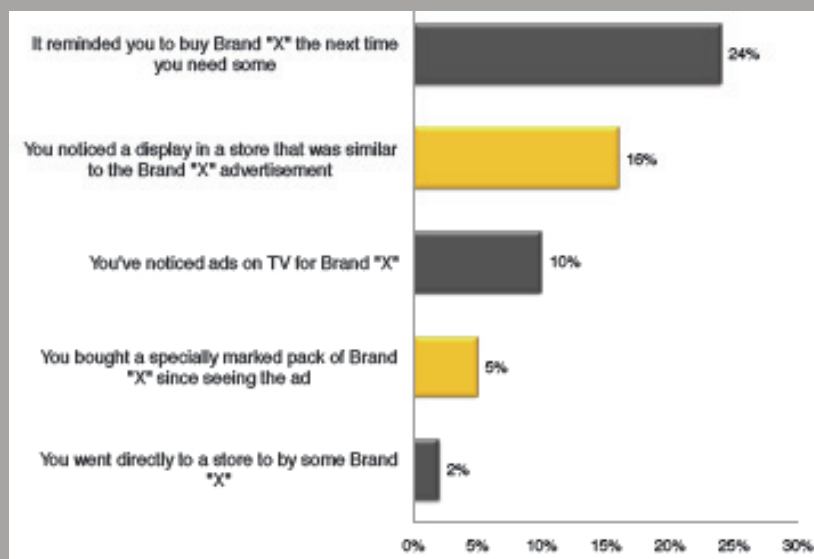


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In March 2010, "Brand X" launched a brand new FMCG product into the New Zealand market through a combination of Billboard and Fullback bus advertising.

Running for 2 months, the campaign was focused around the main metropolitan areas of Auckland, Wellington and Christchurch with the objective of increasing awareness of the new brand in the market, whilst driving purchase intent amongst their target market.

## RESULTS OF SEEING THE "BRAND X" ADVERTISEMENT



## CAMPAIGN RESULTS

- 185% increase in total brand awareness
- Highest total awareness and frequency of exposure in Wellington
- 24% of respondents say "it reminded them to purchase Brand "X" next time
- Brand momentum increased by 16% from pre-campaign
- 22% increase in brand preference

\*SOURCE: Big Picture Research, March 2010, Pre-Campaign Benchmark: N=225, Campaign Tracker: N=300

"The success of using OOH to launch this product into the market was beyond our expectations. The awareness has been very high by category standards and as a result the product has performed better in NZ versus other markets (such as Australia) where OOH was not used to the same extent.

The activity really proved the usefulness of using OOH to create impact & heightened awareness at the beginning of campaigns, as well as the additional benefits of using OOH in conjunction with TV for massive reach."

Nicky Greville, Spark PHD

For more information on this case study contact iSite Media