



Market

DFW, JFK, LAX



Flight

Spring 2019 (8 weeks)



Media

Video advertising placed in target airports



Goal

Drive awareness of the new model Y release



Strategy

Mfour's app, Surveys on the Go, tracks user's locations through GPS signals, noting when the member crosses a geofence placed around specified airports and provides them a mobile powered intercept survey



Results:

+60%

*



Brand Awareness

+357%

**



Brand Familiarity

+7%



Purchase Intent

* in both unaided and aided video ad awareness
** in respondents who recalled the model name Y
*** in respondents indicated that they are "somewhat/very likely" to purchase the new model Y

Powered by:  mfour