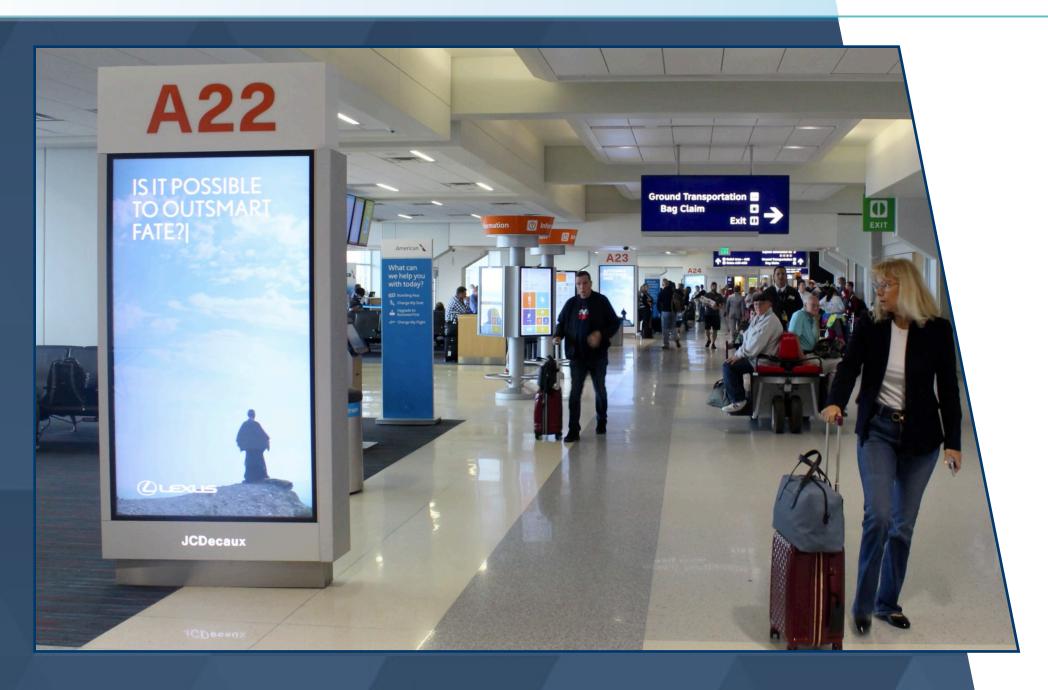
JCDecaux DATA SOLUT: ONS EVALUATE

LEXUS Advertising Effectiveness Study







Flight
Spring 2019 (8 weeks)



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:











- * 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