JCDecaux
DATA SOLUT:ONS
EVALUATE

RALPH LAUREN
Advertising Effectiveness Study

Market
New York, NY & Chicago, IL

Flight
Winter 2019

Media
- Digital Bus Shelters
- Digital Newsstands
- Digital City Information Panels

Targeting
A18+

Goal
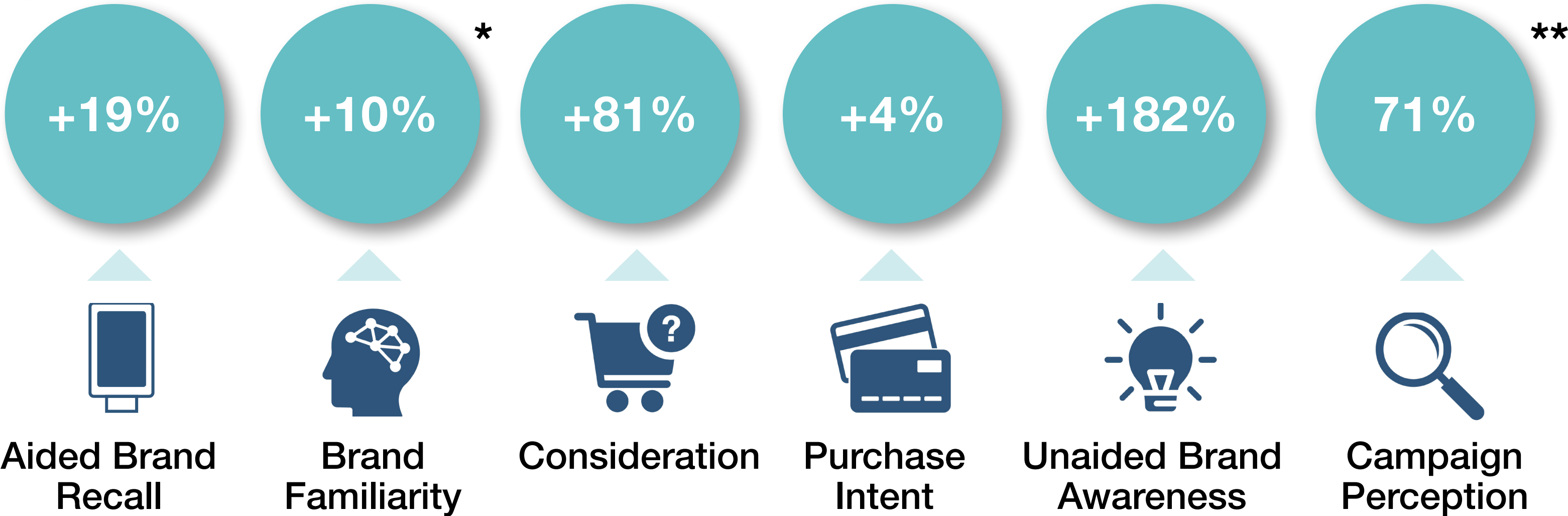Drive awareness of Ralph Lauren's holiday campaign

Strategy
Mfour's app, Surveys on the Go, tracks users locations through GPS signals, noting when the member crosses a geofence placed around specific OOH media and provides them a mobile powered intercept survey

Results:

+19%	+10%	+81% *	+4%	+182%	71% **
Aided Brand Recall	Brand Familiarity	Consideration	Purchase Intent	Unaided Brand Awareness	Campaign Perception

* when qualifying Luxury Fashion House X as one of the/the best designer brands.
** strongly liked or somewhat liked the campaign.

Powered by: mfour

Questions on the study and methodology, please contact your JCDecaux Representative