

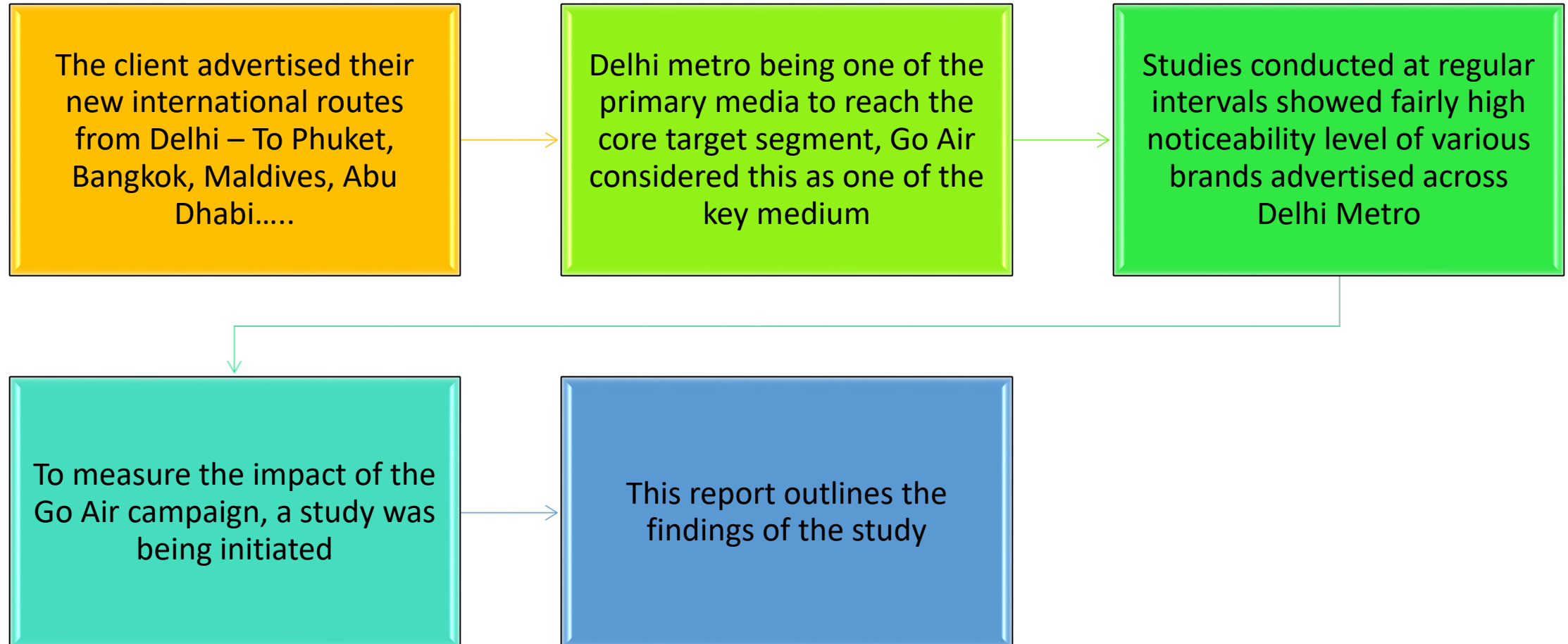
Assessing the impact of Go Air campaign at Delhi Metro : a report

Prepared for eg communications

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Background



Objective

To assess the overall noticeability of Go air campaign (unaided, aided and after the physical exposure of the campaign)

To measure the noticeability level of key elements from Go Air campaign

Net take out and likeability of Go air ads

Methodology

Location

- Delhi metro stations (yellow line)

Target

- Regular commuters
- 25+ age band
- Males & females

Sampling

- Random within the target specified
- Sample size : 500

Findings

Exposure to various locations within DM premises

have seen ads (%)	All	Females	Males
at the platform	82	88	78
panel inside the train	90	91	90
outside the metro station	52	48	55
train wrap	93	89	96

Noticeability level of ads outside metro seems to be the lowest, could be because commuters try and reach inside the station at the earliest and also spend limited time outside DM during entry & exit

More than 90% of the commuters have noticed train wrap, so is inside panel and ads at the platform. Noticeability of train wrap is more among males than females

Most frequently exposed locations for ads.....

get to see ads most often (%)	All	Females	Males
at the platform	44	41	47
panel inside the train	65	66	63
outside the metro station	13	20	05
train wrap	66	56	77

Both inside panel and train wrap coming out as 'most frequently exposed - 65%' could be because time spent inside the train and time spent waiting for the train are definitely more than other locations within DM

Exposure to train wrap happens only when they are about to catch the train (66%), high among males than females

Exposure to platform ads is 44%, marginally high among males

Most effective location within DM

Most effective location for ads (%)	All	Females	Males
at the platform	19	20	17
panel inside the train	33	31	35
outside the metro station	01	01	02
train wrap	47	48	46

Though commuters get exposed to ‘inside panel’ more often than train wrap, at an overall level, when it comes to effectiveness train wrap is significantly high.

The reason being the instant visibility and the size of the wrap

The pattern holds true across males and females

Noticeability level of ads at DM

Overall recall pattern (%)	Unaided	Aided (cu.)
Go air operates to Bangkok, Abu Dhabi, Phuket...	19	45
Phytorelief for cold and cough	5	23
Flexiqule for joint fitness	16	48
Anchor switches by Panasonic	17	28
4 steps to safer India	4	5
One India Emergency no 112/Call 112	5	11
Generation equality/Gender equality	13	45
Break the silence/Kaun si badi baat hai	20	43
Apna time aagaya	28	54
Honda Activa	31	45

- **Unaided recall of Go air campaign is 19%, similar to Flexiqule and Anchor switches.**
- **Unaided recall of Honda Activa was the highest with 31% followed by Socially relevant campaign**
- **After aiding the recall level of Go air campaign jumped by 45%**

Recall pattern of Go air ads seen at DM

Overall recall pattern (%)	All
Unaided recall	19
aided recall (unaided + aided)	29
after showing Go air ads (cumulative)	45

Overall recall pattern indicates that after exposing the go air campaign, the recall level jumped by 20%

Content recall from Go air campaign (overall)

Content recall (%)	All
Go air has started international flights from Delhi	54
Flights to Abu Dhabi, Phuket, Maldives, etc. at a cheaper rate	31
Direct flights from Delhi to international destination from Go Air	26
New flights from Go air to tourist destination	32

Key elements remembered – Go air into international destinations

Other aspects remembered were – Direct flights from Delhi to Abu Dhabi, Bangkok, etc.

Net take out from Go air campaign

Message comprehension (%)	All
Convenient timings from Go air to various foreign destinations	56
Go smart with Go air	31
Announcing new international routes from Go air	34

The primary take out seems to be “convenient timings from Go air for international routes”

Looks like “international routes from Go air” is a new addition from Go air

Effectively the campaign has handled two aspects – Go air’s international destinations and convenient timings

Overall likeability of Go air campaign

did you like the ad? (%)	All
yes	91
no	09

Self explanatory

Overall opinion about DM as an option for communication

DM is a place to place ads because.....;

%

lakhs and lakhs people use metro for commuting

54

High usability of metro among Delhiites

54

More people will see these ads

23

full day exposure to ads

26

Good day