

Impact of Bank of Baroda campaign at Delhi Metro : a report

Prepared for eg communications

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Background

To reach core audience of Delhi, BoB initiated a mass media campaign thru Delhi Metro

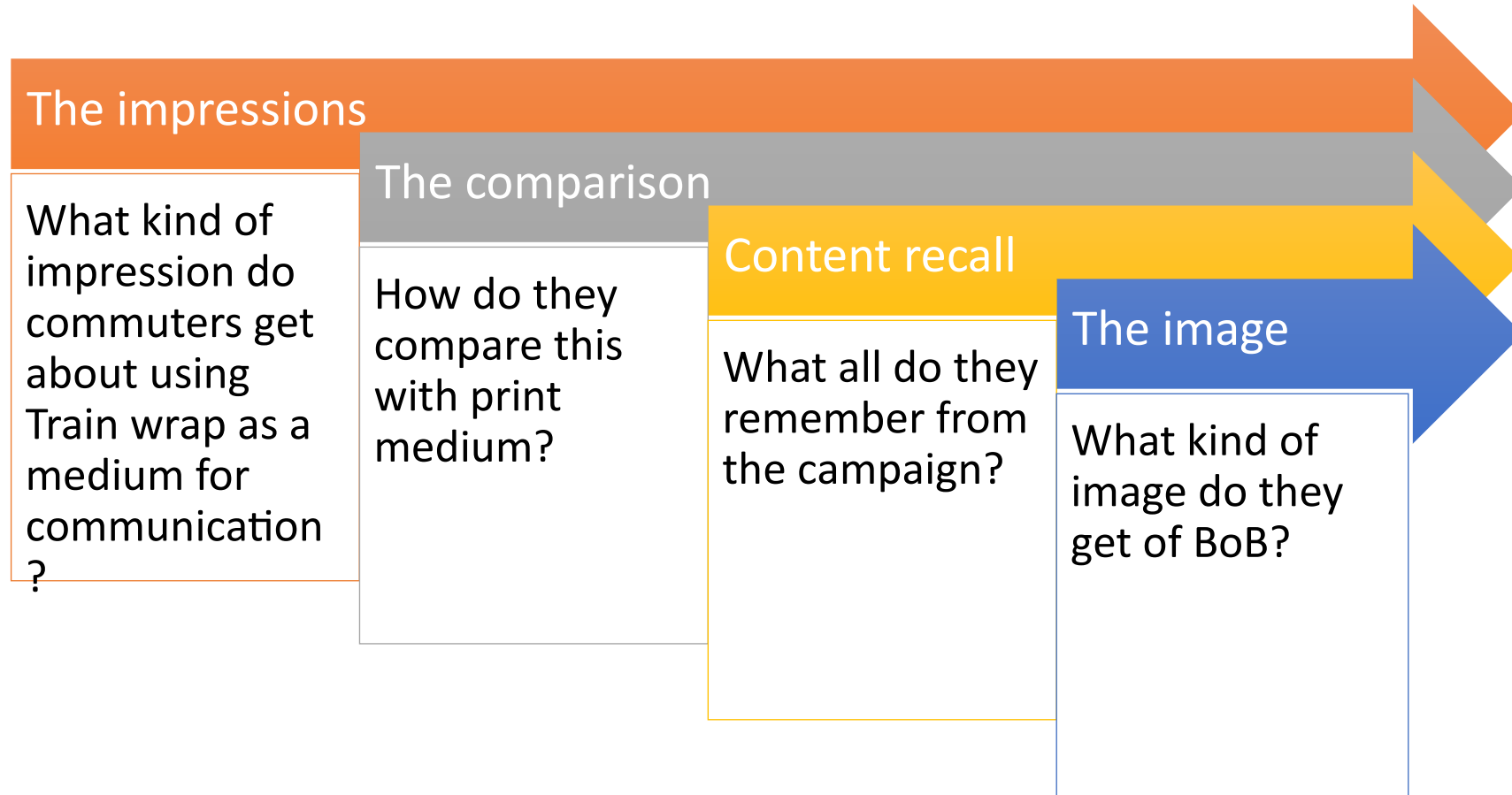
Delhi Metro being a life line of Delhi's public transport users, the reach and OTS is high when compared to other medium like Print

BoB decided to use both Train Wrap and "inside train" panel to communicate their product offering

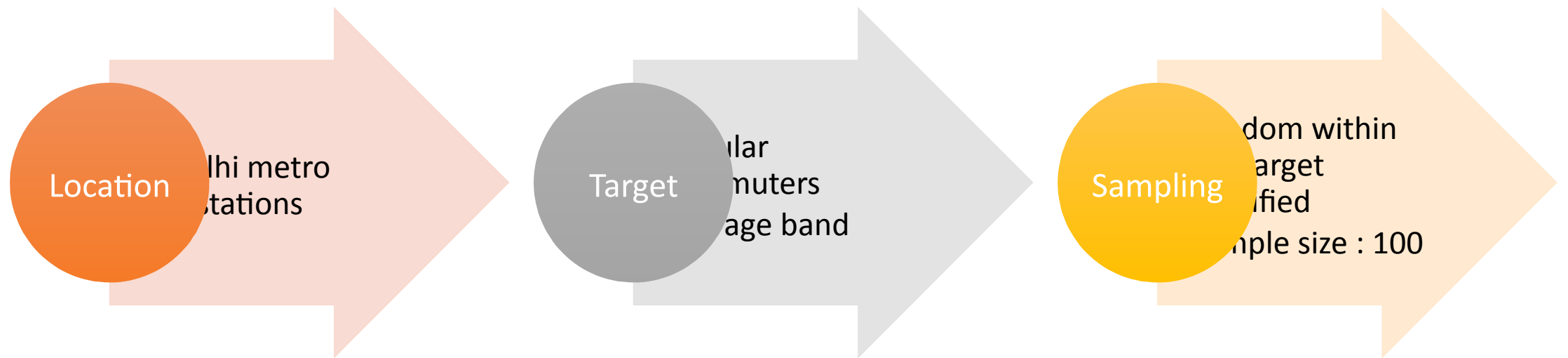
To measure the impact of the campaign, a quantitative study was being initiated

This report outlines the findings of the study conducted across Delhi Metro users

Objective



Methodology



Findings

Recall of BoB ads at Delhi Metro

noticeability	Yes	No
Inside the train (panels)	97%	03%
Train wrap (outer side of the train)	100%	---

No issues with regard to noticeability of train wrap

Even the noticeability of inside panels is also high

Spontaneous response to train wrap

Spontaneous response to train wrap	%
Wow	22%
Very impressive	43%
liked it a lot	25%
its like any other ad	10%

Wow factor is definitely visible (22%)

Likeability is quite high with 68%

In all 90% of the commuters responded positively

Comparing Train wrap and print media

Comparing Train wrap and print media	%
* Its more effective than a newspaper ads	17
* Its more visible than newspaper ads	40
* Its more appealing than newspaper ads	21
* There is no comparison between NP ads and this	15
* You won't miss train wrap ad but the chances of missing NP ad is very high	07

Commuters strongly feel that train wrap is definitely a better option that NP

Perhaps this seems to be an ideal medium for Delhi centric population

Delhi Metro as a medium of communication

Delhi Metro as a medium of communication	%
* It's a highly visible medium for Delhites	13
* It gives a premium image for the brand	39
* It reaches many more people	30
* The train wrap approach is not as effective	09
* It's like any other medium	09

Close to 40% feel that ads in Delhi Metro gives a premium image for the brand and also reaches more people

Given the fact that Delhi Metro moves across the city and touches majority of the population, it gives an uncluttered exposure

Content recall from BoB ads

Content recall from BoB ads	%
* Get your home loan approved first and start searching for a house	23
* Home loan sanction in 6 days and car loan sanction in 2 days	39
* Bank of Baroda 24 hours self service banking	12
* Mobile banking solution : Baroda M – connect	28
* Taking care of everyone needs	05
* Baroda traders loan	21
* Savings a/c, current a/c, debit card.....	34

Home loan and car loan seems to have registered quite clearly followed by Mobile banking solution

1/3rd of them remembered regular a/c like savings, current, etc.

1/5th of them have noticed the trader's loan as well

Overall opinion about BoB ads

Overall opinion about BoB ads	%
• Easy to understand	94
• Appealing	80
• Simple and straight forward message	90
• Believable	80

No issues with regard to content and understandability

High believability could be because of “no tall claim” made in the ad

Whether BoB metro train ad enhances the image of BoB

whether BoB metro train ad increases the image	%
Yes	81
No	19

Seems like Delhi metro has a premium image and this in turn helps the advertised brands as well

Bon voyage.....