

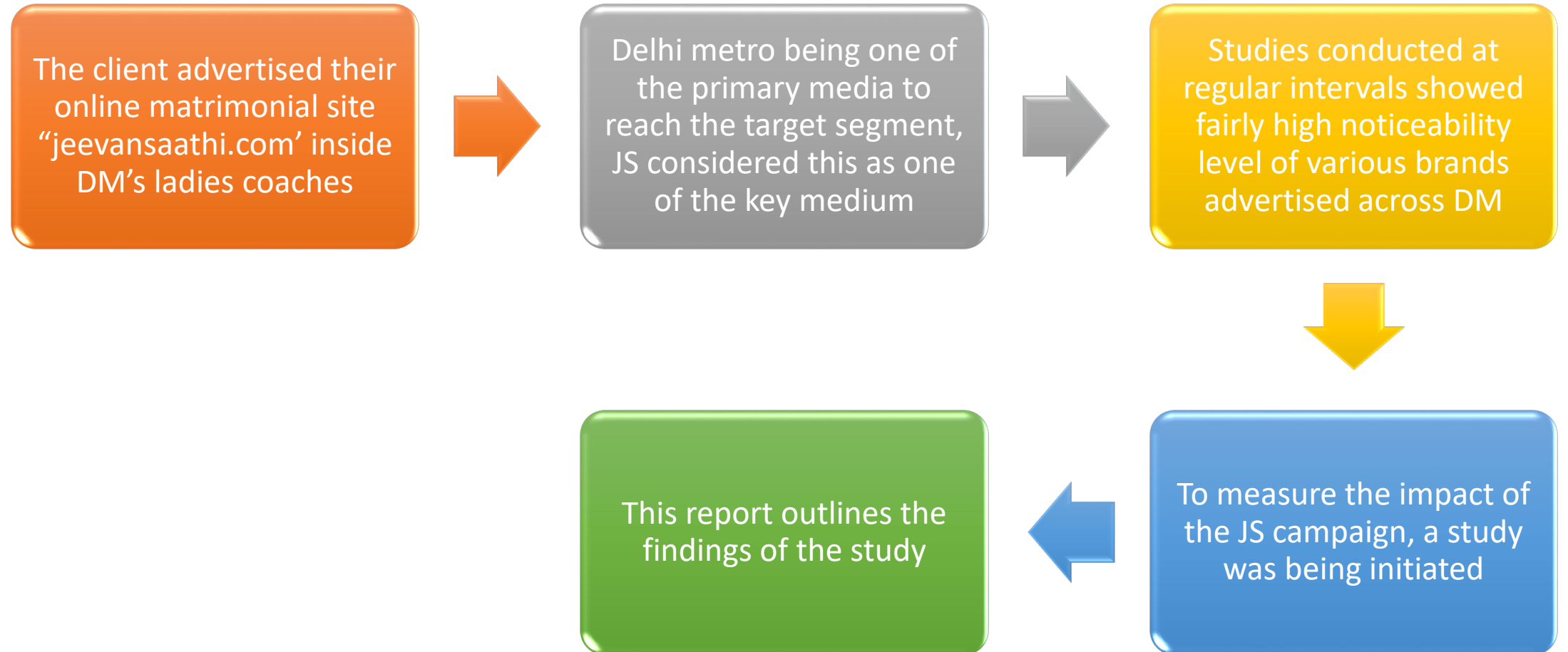
Assessing the impact of Jeevansaathi.com campaign at Delhi Metro :a report

Prepared fro eg communications

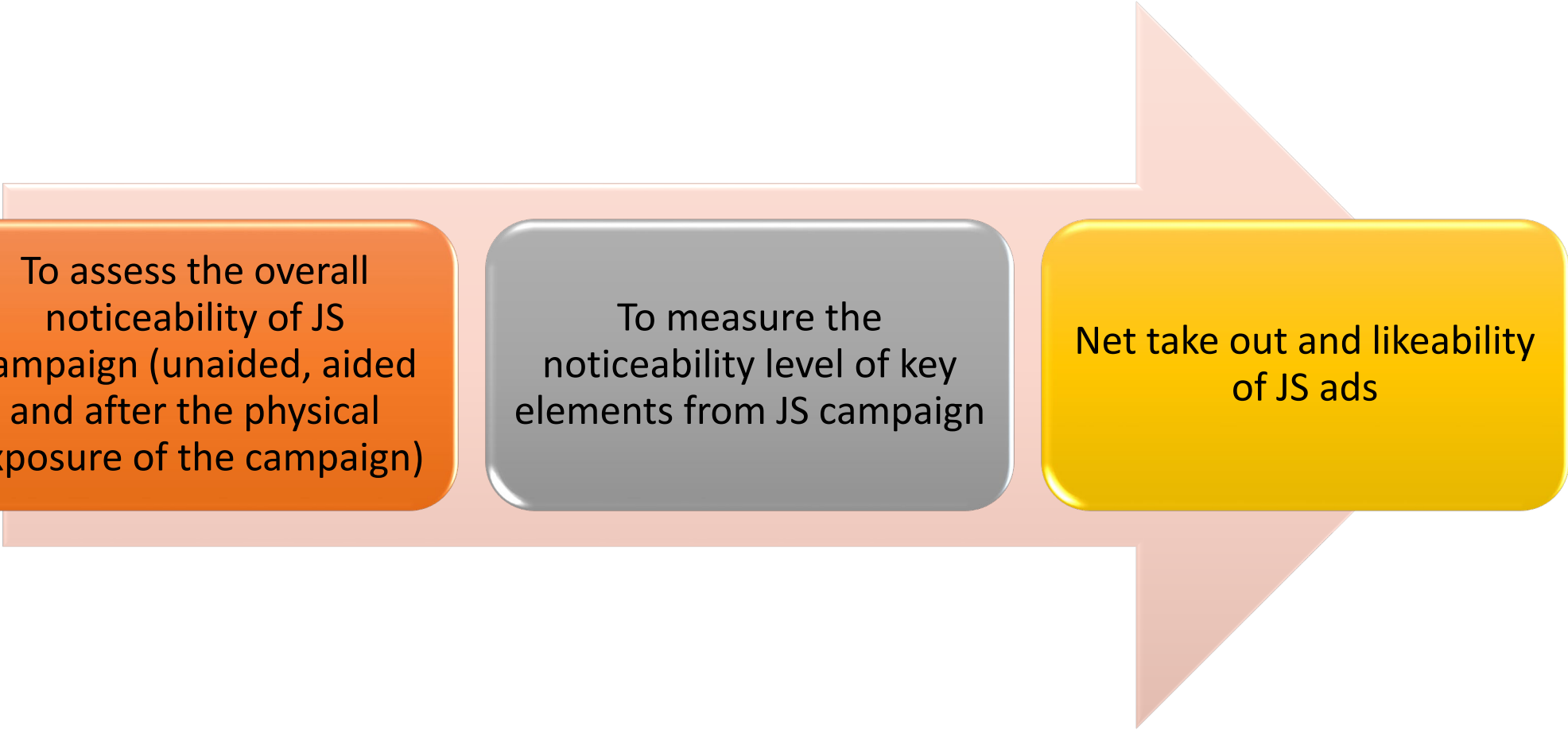
By Ai-kiu

July 2018

Background



Objective

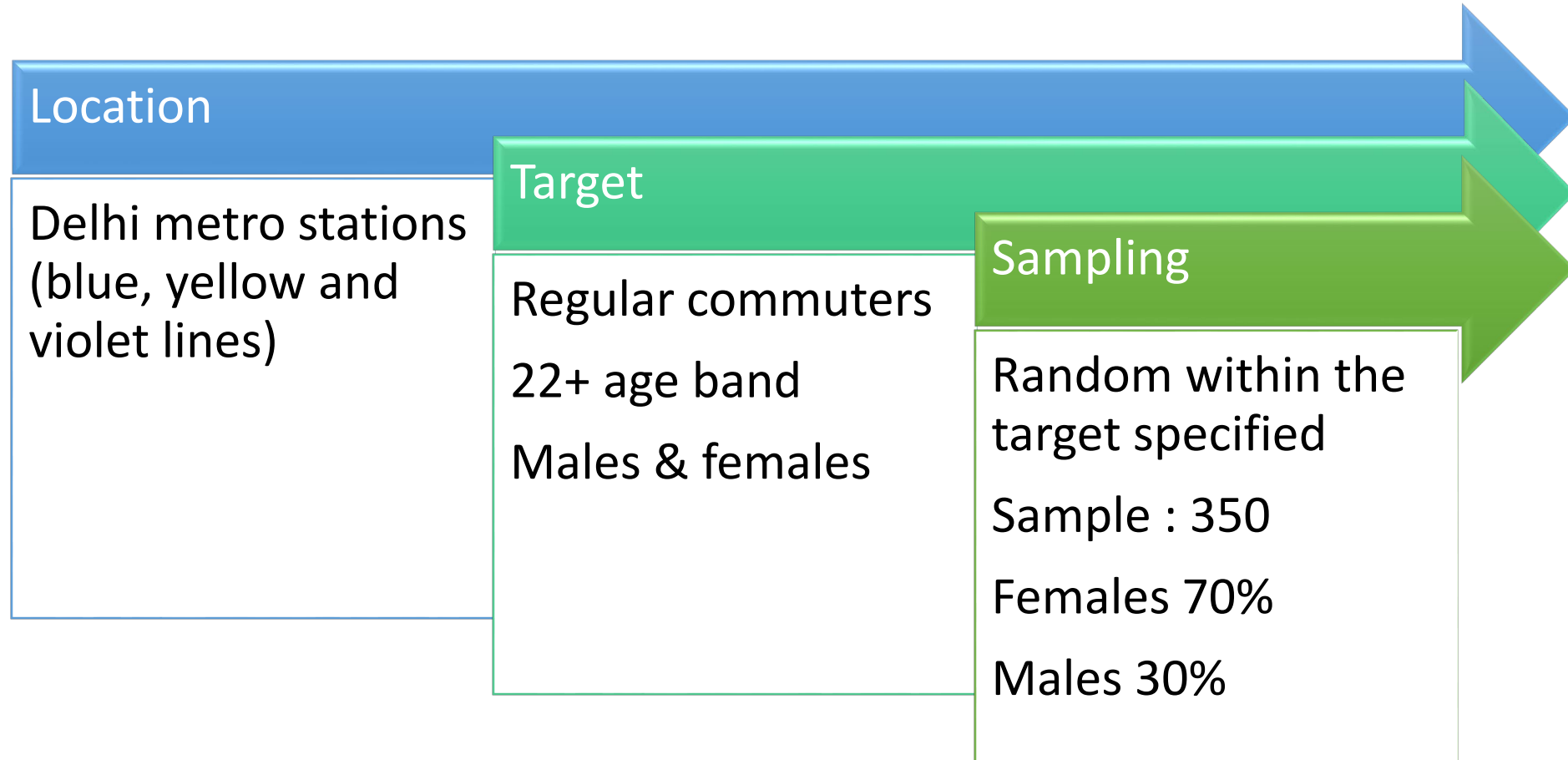


To assess the overall noticeability of JS campaign (unaided, aided and after the physical exposure of the campaign)

To measure the noticeability level of key elements from JS campaign

Net take out and likeability of JS ads

Methodology



Findings

Exposure to various locations within DM premises

have seen ads (%)	All	Females	Males
at the platform	93	95	90
panel inside the train	96	97	90
outside the metro station	62	57	73
train wrap	87	87	87

Inside panel tops the list followed closely by platform ads and train wrap

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 exit as well

Close to 90% of the commuters have noticed train wrap, marginally lower than the other two

Most frequently exposed locations for ads.....

get to see ads most often (%)	All	Females	Males
at the platform	50	55	37
panel inside the train	82	82	83
outside the metro station	27	28	25
train wrap	62	64	57

Inside panel coming out as 'most frequently exposed 82%' could be because time spent inside the train is definitely more than other locations within DM

Exposure to train wrap happens only when they are about to catch the train (62%), marginally high among females than males

Exposure to platform ads is more than 50% among females and only 37% among males

Most effective location within DM

Most effective location for ads (%)	All	Females	Males
at the platform	14	13	17
panel inside the train	39	44	25
outside the metro station	3	3	3
train wrap	44	40	55

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

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

However males feel that train wrap is more effective than inside panel (55% and 25%)

Noticeability level of ads at DM

Overall recall pattern (%)	unaided	aided (cu.)
Nature fresh atta	32	55
Manipal hospital	27	47
Oriental Bank of Commerce	15	58
Sunflame kitchen appliances	13	34
Oriental insurance	10	30
Jeevansaathi.com	9	35
LIC	7	13
Himalaya Cosmetics	4	20

Unaided recall of JS campaign is close to 10%, similar to Oriental Insurance. Unaided recall of nature fresh atta was the highest with 32%.

After aiding the recall level of JS campaign jumped by 26%, highest jump after OBC brand. Perhaps OBC campaign is continuing for a longer period

Recall pattern of JS ads seen at DM

Overall recall pattern (%)	All	Females		Males	
		22-25	26+	22-25	26+
Unaided recall	9	9	9	13	7
aided recall (unaided + aided)	40	39	40	26	24
after showing JS ads (cumulative)	41	47	42	37	27

Unaided recall is close to 14%, marginally high among males

After aiding the noticeability level jumped to 35%. Its 40% among females and only 25% among males. Significant jump is visible among females than males (30%: 15%)

After exposing the ads, the overall recall level increased by 6%

Content recall from JS campaign (unaided)

Content recall (%)	All	FM	Males
the right place to look for a BG	39	44	21
log on to JS.com for perfect match	34	30	47
easy to find BG at JS.com	26	33	0
have shown BG's photo	21	19	26
JS.com be found	20	21	16

Key elements remembered – right place to look for BG and its an online matrimonial portal

Other aspects remembered were – BG's picture and the line '...be found'

Overall females remembered more aspects from the ad than males

Net take out from JS campaign

Message comprehension (%)	All	FM	Males
easy to find a BG	59	63	42
get perfect BG thru JS.com/log on to JS.com	50	46	64
download JS app	4	5	0

The primary take out seems to be “easy to find a BG and perfect match thru JS.com”

**Females mentioned that the ad is trying to say ‘its easy to find a BG thru JS.com’
whereas males say ‘to get a perfect match log on to JS.com**

**Effectively the campaign has handled two aspects – JS.com is an online matrimonial
portal and ideal to get perfect BG**

Decoding of the punch line 'jiskae liyae.....'

decoding of the punch line (%)	All	FM	males
right person is looking for you	37	33	47
you will get your kind of person	30	29	37
easy to get perfect partner	30	29	37
jaisa soch waisa ladka mil jayega	13	17	0

Self explanatory

Overall likeability of JS campaign

did you like the ad? (%)	All
yes	100
no	0

No ill feelings about the campaign

The in-depth opinion is possible thru qualitative study only

Good day