

Assessing the impact of train wrap/branding : a report

Prepared for EG communications

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Background

EG communication is handling the advertisement of Delhi metro, both inside the train and train wrap across key lines

The train wrap was recently introduced in Delhi metro to enhance the revenue of DMRC

The train wrap concept is new to India and the impact of using train wrap as part of the communication is not available

...unlike other media like Print, Radio and TV

To assess the impact of the train wrap, a study was being initiated

And this report highlights the findings of the study

Objective

Three fold

What do commuters think about various advt exposure at Delhi metro?

What is the level of exposure to train wrap?

What all brands do they remember seeing on train wrap?
(unaided & aided)

Methodology

Location : Delhi Metro

Target

Regular
commuters

Mix of males &
females

Approach

Quantitative thru
structured
questionnaire

Random sampling
selected from
Yellow and Blue
lines

Total sample
size : 200

Synopsis

The study clearly indicates that though noticeability level of ads at the platform is high,

The OTS (Opportunity To See) is more inside the train and train branding.


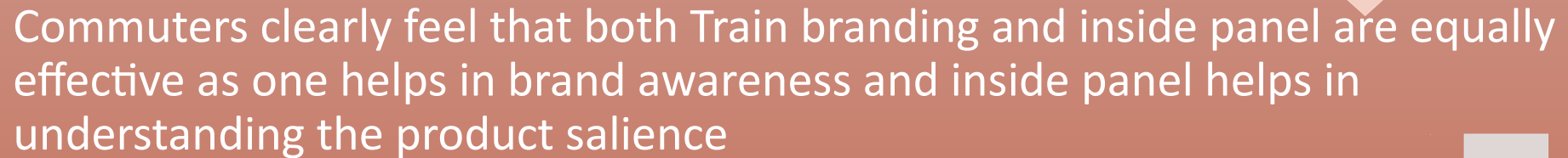
Its quite evident, that commuters by and large do not spend too much time at the platform and the focus is clearly on catching the train.

Contd....


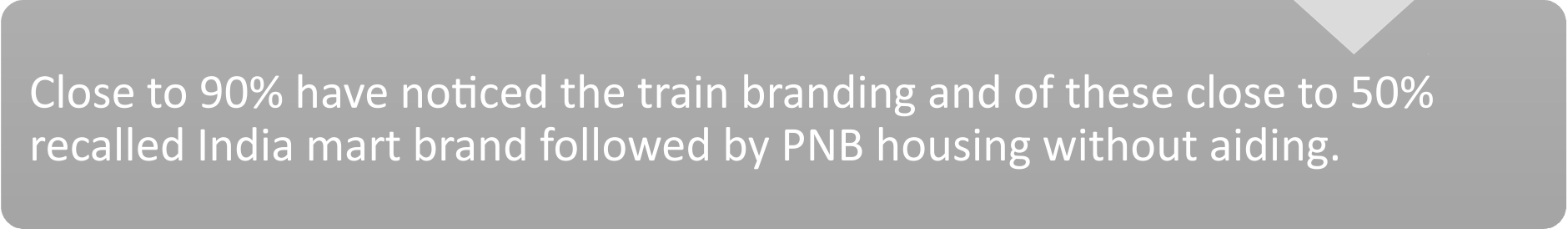
This being the reason, train branding plays a major role creating instant noticeability of the brand



Commuters clearly feel that both Train branding and inside panel are equally effective as one helps in brand awareness and inside panel helps in understanding the product salience



Close to 90% have noticed the train branding and of these close to 50% recalled India mart brand followed by PNB housing without aiding.



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After prompting the noticeability level of India Mart increased to 80% and PNB housing to 79%.

Overall close to 50% recalled the Amazon ad as well

Findings at a glance

Level of exposure to ads across Delhi Metro

Exposure to ads at metro	ALL	BL	YL
at the platform	99	97	100
panel inside the train	96	92	99
train wrap/train branding	88	86	90
outside the metro station	45	41	48

High exposure of ads at the platform and inside panel tops the list followed closely by train branding

The pattern is similar across both Blue line and Yellow line commuters with marginal variations

Which locations do you get to see most often?

which location do you get to see most often?	ALL	BL	YL
panel inside the train	90	86	94
train wrap/train branding	86	84	88
at the platform	35	35	35
outside the metro station	7	7	7

Though platform tops the list in terms of visibility, the OTS is more for inside the train and train branding with 90% and 86% respectively

Could be because the time spent in the platform is definitely low compared to traveling. High recall of train branding could be because commuters are largely facing the train when they enter the platform and the exposure to train branding is more

Which location seems to be most effective?

Most effective option	ALL	BL	YL
train wrap/train branding	73	76	70
panel inside the train	66	62	68
at the platform	18	15	21
outside the metro station	3	3	2

Quite interesting to note that train branding is considered most effective followed by inside panel

Noticeability level of train wrap ads

Noticeability level of train branding	ALL	BL	YL
Noticed	88	88	88
did not notice	12	12	12

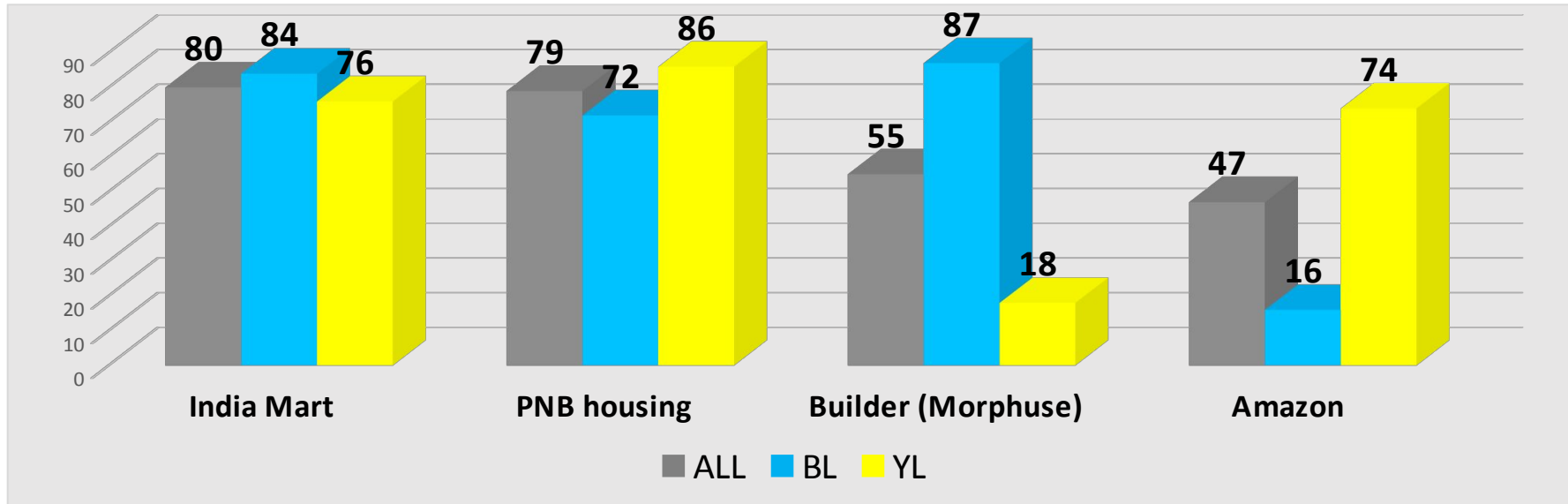
High noticeability level of train branding is visible with close to 90%, which could be because of larger space when compared to platform or inside the train

Brands recalled of train wrap (unaided)

brands recalled of train wrap	ALL	BL	YL
India Mart	46	44	49
PNB housing	45	39	51
Builder (Morpheus)	31	48	12
Amazon	23	10	35

At an spontaneous level India mart” tops the list with 46% followed by PNB housing and Morpheus with 45% and 31% respectively

Brands recalled of train wrap (aided - cumulative)



After aiding, the recall increased significantly with 80% for India mart, 79% for PNB housing, 55% for Builder and 47% for Amazon

Namsate