

PERFORMANCE REPORT OF SKYSIGN ADVERTISING

2017 April - In partnership with the company **YouGov**

DEFI

ENVIRONMENT

Impact of a Skysign advertising on a high traffic road in Paris

by testing the audience in
comparison with people who do
not drive through the visual circle
of the advertising



ENVIRONMENT



 **175.000**
VEHICLES DAYS

 **8 925 000**
MONTHLY CONTACTS

Business trips account for **65%** of traffic

GOALS

**Testing the Skysign
advertising impact** on the
company's notoriety



METHODOLOGY

- Data collected from the panel of **YouGov**[®] in France (18+)

- Target group : Sample of N = 2 000 representing french population

cluster A : regular passengers*
(every week or more)

cluster B : casual passengers*
(every month or more but less often than every week)

* Note: samples of 100 passengers minimum

- Tris Norms: Age, Gender, Region, CSP, Urban Vs. Non Urban, Marital and Family status, Education level, Presence on social networks + frequency of passage on the way



MAIN LEARNINGS N.1



HIGH RECALL LEVEL

x13 vs non-regular audience

1 in 2 Citizen

using the high traffic road remembers seeing the Skysign and remembers the name of the company

MAIN LEARNINGS N.2



ENHANCED REPUTATION

x1,3 vs people not using the high traffic road

1 in 3 Citizen

using the high traffic roads knows about the advertised company's market

MAIN LEARNINGS N.3



HIGH IMPACT ON THE INTENT TO BUY

x4.5 vs. citizens **not using** the high traffic road

1 in 10 Citizen

using the high traffic road has an interest in buying the product of service of the advertised company

MAIN LEARNINGS N.4



POSITIVE INFLUENCE ON THE IMAGE/REPUTATION

x3

vs. a citizen **not using** the high traffic road

1 in 3 Citizen

using the high traffic road has a very high opinion on the advertiser

DEFI

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