

Factsheet

BMW – advertising impact study

In May 2014, a survey was conducted to determine the impact of the BMW campaign for the 3 Series Touring. Clear Channel Switzerland displayed the nationwide poster campaign at top-quality sites for a total of four weeks, with the advertising pressure largely concentrated in the first two weeks. The poster campaign was accompanied by print advertising.



On the right road with **posters.**

**KOMFORT UND FUNKTIONALITÄT.
INTELLIGENT KOMBINIERT.**

DER BMW 3er TOURING. JETZT PROBE FAHREN.



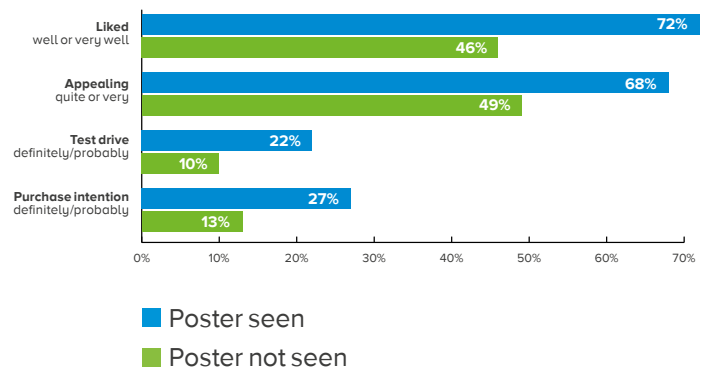
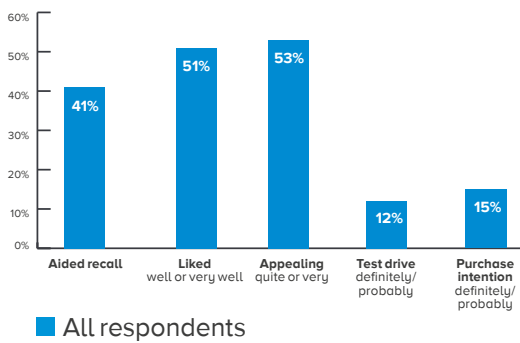
51% of the people questioned **liked** the campaign, rating it good or very good. Of the respondents who saw the campaign on a poster, the approval figure was as high as 72%.

The campaign was rated very or quite **appealing** by **every second** respondent.

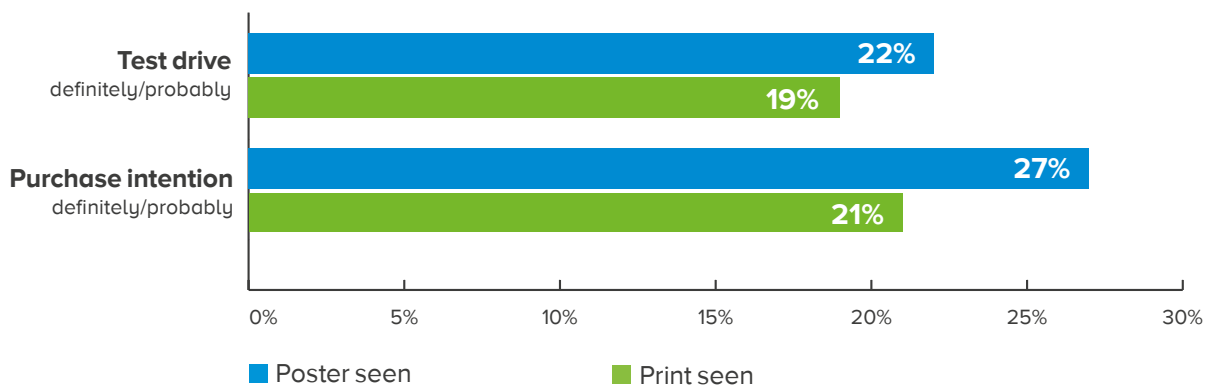
Of the respondents who saw the poster campaign, a lot more (22% vs. 10%) agreed with the statement that they would definitely/probably take a **test drive** than among those who did not see the poster campaign.

The same applies to **purchase intention**: Among those who saw the posters, professed purchase intention was much stronger (27% vs. 13%).

41% **recalled** having seen the campaign. Of all respondents who registered the advertising, 49% saw it on a poster.



Those who saw the posters also expressed a **greater willingness to buy or take a test drive** in direct comparison with those who saw the print advertising.



Basis: 611 respondents aged between 18 and 70 living in German- or French-speaking Switzerland are in possession of a valid driving licence for passenger vehicles
Source: Marketagent.com Schweiz AG