

Smart Study: Tesco Mobile Brand awareness



Objective

Tesco had a campaign objective of increasing the favorability of Tesco mobile against competitors.

The smart study had the objective of measuring how audio activity increased awareness, favorability and purchase intent of Tesco Mobile products.

Idea and execution

Tesco utilised Octave's Smart Contextual connect product to target users' devices connected to the mobile networks of key competitors. The client then ran 3 different audio creatives, across 2 months targeting these users with product-specific messaging.

To measure the success of this campaign Listeners were then surveyed and asked questions in a quiz-based format i.e What is your overall opinion of Tesco Mobile? The exposed and non-exposed audiences then went on to answer all the questions related to the client brand.

Results

Tesco Mobile already had high awareness to begin with due to it being a household name, however the campaign overall had a positive impact on favorability and intent for Tesco Mobile.

+22ppt Increase in favorability

+19ppt Increase in purchase intent