London Outdoor & Underground

May 2009

Program Description

One of the key demographics for CTTC's U.K. marketing strategy, "Cultured Explorers," can be difficult to reach through TV advertising. They lead very busy lives, and spend relatively little time at home. The London area is home to a natural concentration of "Cultured Explorers," who commute to work or use public transportation daily.

To reach this key audience, CTTC created an outdoor digital billboard campaign to target affluent Londoners on their daily commute. Placed both alongside busy streets and in the hugely busy Underground subway system, bold yet simple creative played on the themes of work and commuting to advertise the myriad activities and destinations available as part of a California vacation.

Target Audience

"Cultured Explorers" (ABC1 25–45) are younger, more savvy independent travelers who are likely to be traveling with partners or friends. The "Cultured Explorer" market is much more likely to be last-minute bookers, and is more likely to book independently rather than with a traditional tour operator. As they are also less likely to have children, CTTC was not tied to advertising only for the summer season. Therefore, creative could cover many more aspects of California besides only stimulating the summer market For this reason, we kept creative as pure brand advertising, rather than introducing a sales element such as deals or packages.

Objectives & Reach

- 40 London Underground screens running a 20-foot parallax animation, reaching 2.38 million Londoners.
- 20 premium outdoor digital billboards reaching 4.77 million Londoners with a frequency of 16 times.

Results & Accomplishments

Awareness of the Underground and outdoor campaign was undertaken by Strategic Marketing and Research, Inc. (SMARI). As part of the larger CTTC brand campaign in the U.K., forthcoming research will assess all of CTTC's May activity in the U.K. market.

Prompted awareness of the campaign stood at 17%, an impressive figure for a fairly modest and regional investment. There was considerable overlap with those aware of other elements of the advertising campaign (TV, press & online) but it was this access to multiple messaging and media that increased likelihood to travel.

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