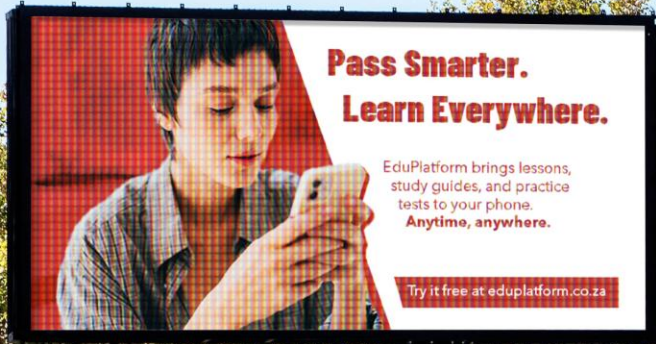




CASE STUDY

# EDUCATION BRAND LIFT



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### Campaign objective

- Influence on triggering enrolment

### Media

DOOH

- Roadside Digitals

### Campaign timeline

1 Dec 2024 – 28 Feb 2025

### Coverage

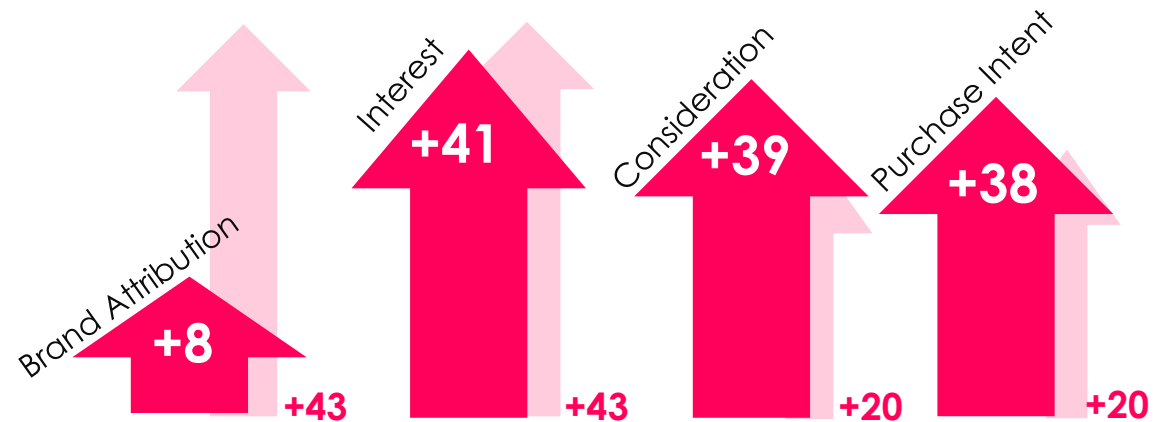
GP, WC, KZN

### 300 Respondents

- n150 Ad recallers
- n150 Non-Ad recallers

### 9 Days data collection

- Start: 23 Dec 2024
- End: 31 Dec 2024



Brand Lift Performance ■  
 Benchmark Performance ■

Benchmark calculated on All Media and the Food & Beverage industry



# EDUCATION BRAND LIFT CASE STUDY

BRAND LIFT CASE STUDY

# CAMPAIGN PERFORMANCE

Reach: 1,028,003  
Frequency: 2.36  
Impressions (VAC): 2,422,115

REACH

**1,028,003**

FREQUENCY

**2.36**

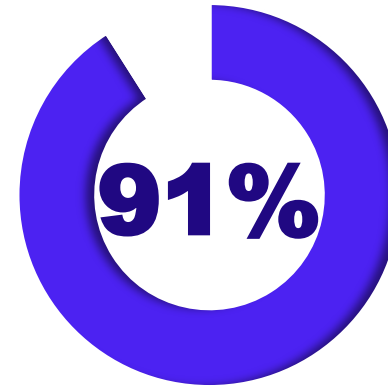
IMPRESSIONS  
(VAC\*)

**2,422,115**

29%

AD RECALL

IMPACT SCORE



= GREAT  
performance

Above average score indicates a good perception of the ad, brand and the platform.

OVERALL  
CAMPAIGN SUCCESS

# THANK YOU.

*DO YOU HAVE ANY QUESTIONS?*

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