KBH
ON TRAIN MEDIA



Coca-Cola:

A review of the Coca-Cola Traincard campaign

Dates

23rd September – 6th October 2019

Research details

Conducted by Dipsticks, 600 online respondents, w/c 30th September 2019

In-touch train travellers have seen the campaign, and they've seen it a lot...

37% recalled seeing the Traincards in situ on the train...

...of those, 36% had seen the campaign 'quite a lot'

Bases: all respondents (600)/recalled the Traincard (222)

Recalling the Traincards in situ had a positive influence on campaign perception

Those who do not recall seeing the ad in situ

Those who do recall seeing the ad in situ



Noticeable: 64%

Noticeable: **83%**

Informative: 54%

Informative: **84%**

Stands out from other brands in category: 61%

Stands out from other brands in category: **79%**

Clear, easy to understand: 69%

Clear, easy to understand: **85%**

Aimed at people like me: 49%

Aimed at people like me: **78%**

Base: recalled the Traincard(222)/didn't recall the Traincard(378)

Perceptions of Coca-Cola's eco-credentials

Those who do not recall seeing the ad in situ | **Those who do recall seeing the ad in situ**

The Coca-Cola Company cares about the environment

71% 44%

Knowing the bottles are 100% recyclable encourages me to consider purchasing a Coca-Cola product

79% 55%

The Coca-Cola Company is a responsible business

67% 47%

Base: recalled the Traincard (222)/didn't recall the Traincard (378)



Traincards drove consideration

'The advertising made me more likely to consider purchasing a Coca-Cola product'

Those who recalled seeing the Traincard in situ:

68%

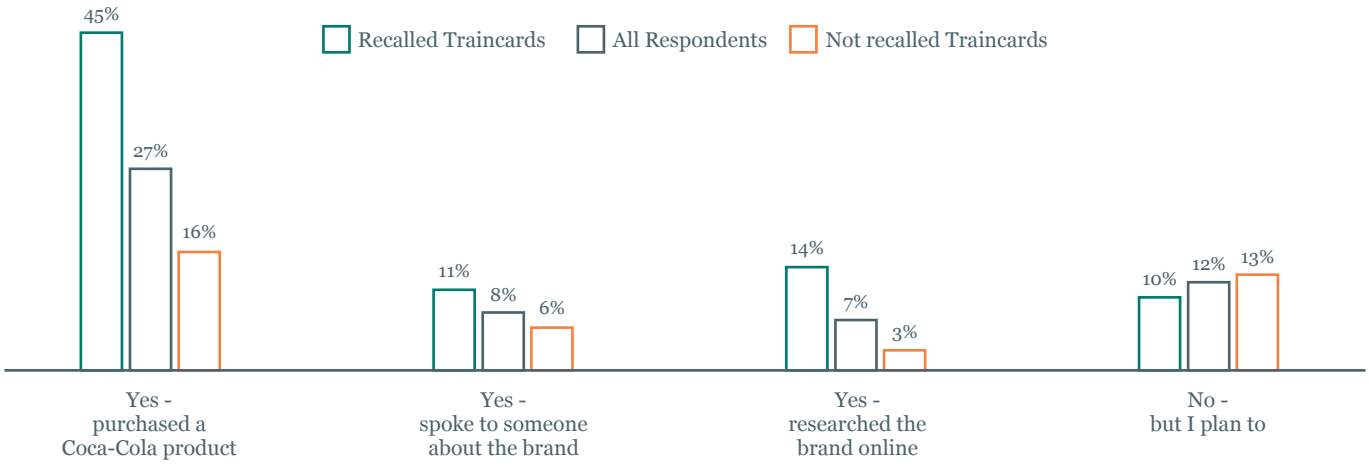
Those who didn't recall seeing the Traincard in situ:

41%

Base: recalled the Traincard (222)/didn't recall the Traincard (378)

Traincard recall directly correlates to subsequent action

"Did you do anything as a result of seeing any advertising for The Coca-Cola Company?"

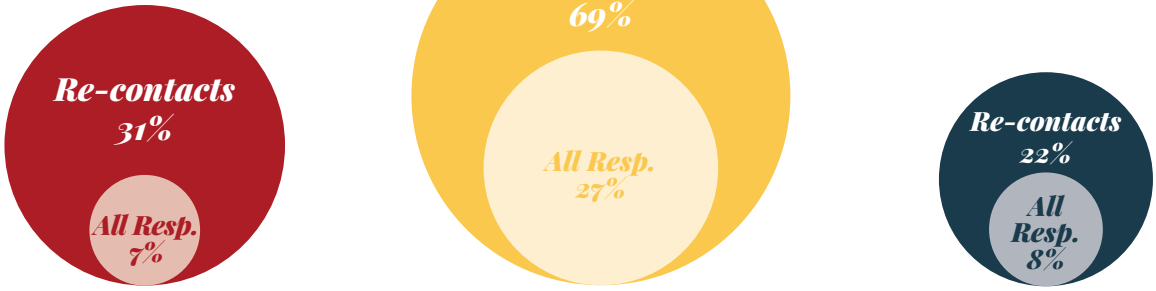


Base: recalled the Traincard (222)/all respondents (600)/didn't recall the Traincard (378)

Recalling the Traincards in situ makes consumers more likely to respond – even after the campaign has finished

Please can you tell us if you did any of the following as a result of seeing the advertising for The Coca-Cola Company in the last two weeks?

Any action 84%



Yes –researched The Coca-Cola Company online

Yes –I purchased a Coca-Cola product

Yes –spoke to someone about The Coca-Cola Company

Only 16% did nothing

Base: All Respondents (600)/Re-contacts -recall Traincard AND agree 'more likely to consider' (103)

And in summary...

Recognition: **37%** of respondents recalled the Traincard campaign

Green affinity: **79%** of those who recalled the Traincard campaign said that knowing the bottles were 100% recyclable encourages them to purchase a Coca-Cola product



Driving consideration: **68%** of those who recalled the Traincard campaign said it made them more likely to consider purchasing a Coca-Cola product

Attracting customers: when recontacted, **84%** of respondents had taken some positive action as a result of seeing the Traincard, including **69%** who purchased a Coca-Cola product