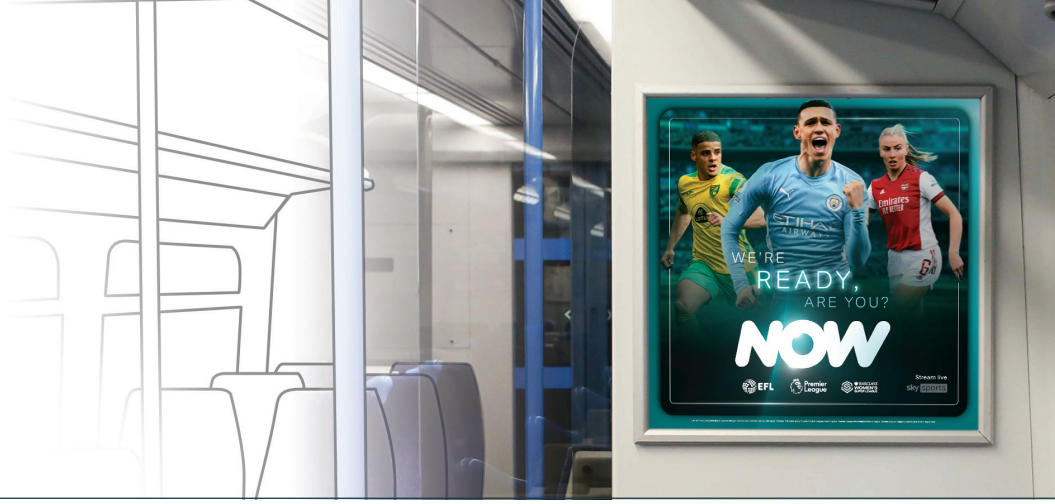
NOW:
A review of the NOW Traincard campaign



Dates

1st – 14th August, 2022

Research details

Conducted by Panelbase, 600 online respondents, w/c 8th August, 2022

Football fans have seen the campaign, and they've seen it a lot...

40% of those who intend to follow the new football season recalled seeing the Traincards in situ on the train...

...of those, 27% had seen the campaign 'quite a lot'

All respondents: 32% / 25%

Bases: Football fans: will be following the new season (430) / will be following the new season AND recalled the Traincard (172); All: all respondents (600) / recalled the Traincard (194)

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: 59%

Noticeable: **87%**

Clear, easy to understand: 72%

Clear, easy to understand: **88%**

Stands out from other brands in category: 38%

Stands out from other brands in category: **68%**

Informative: 54%

Informative: **77%**

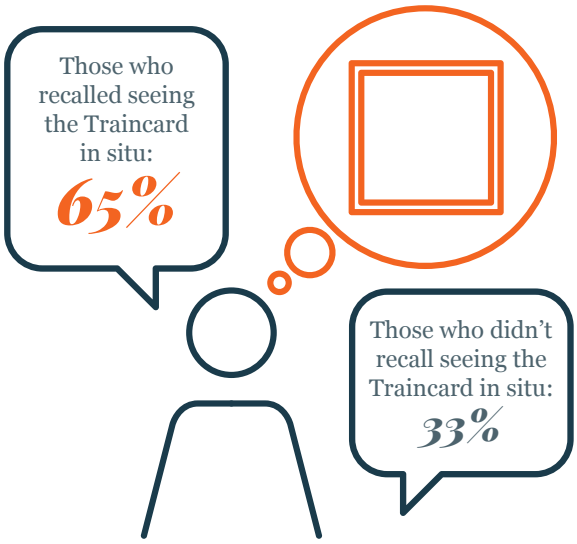
Aimed at people like me: 42%

Aimed at people like me: **72%**

Base: recalled the Traincard (194) / didn't recall the Traincard (406)

Traincards drove consideration, even more so among the target audience

All respondents



Base: recalled the Traincard (194)/didn't recall the Traincard (406)

Football fans



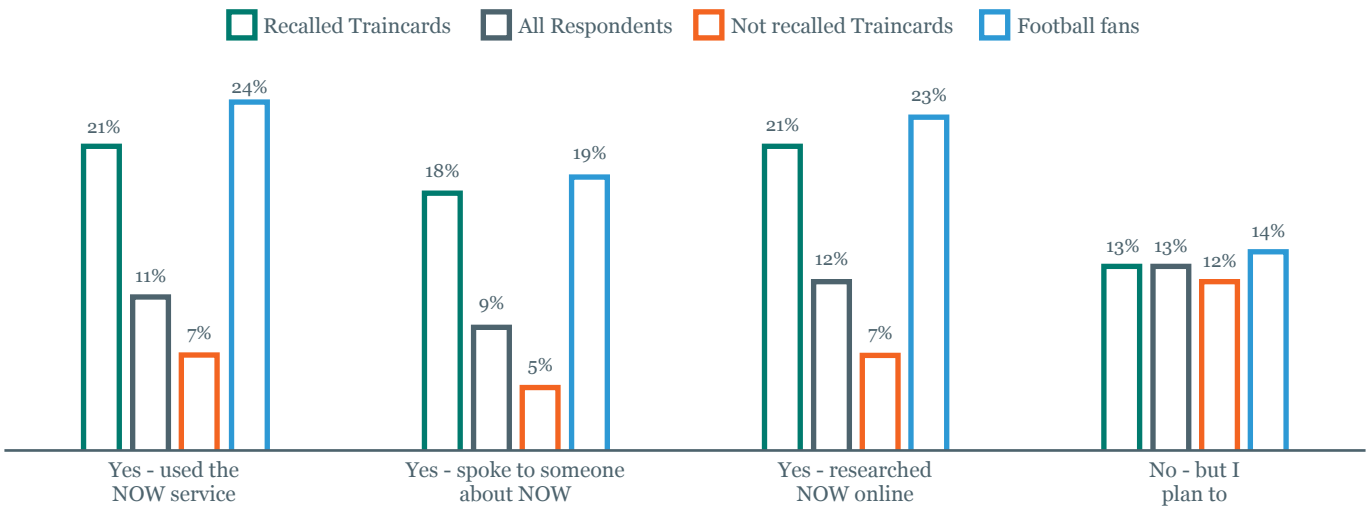
Bases: will be following the new season AND recalled the Traincard (172)/didn't recall the Traincard (406)





Traincard recall directly correlates to subsequent action

"Did you do anything as a result of seeing any advertising for NOW?"



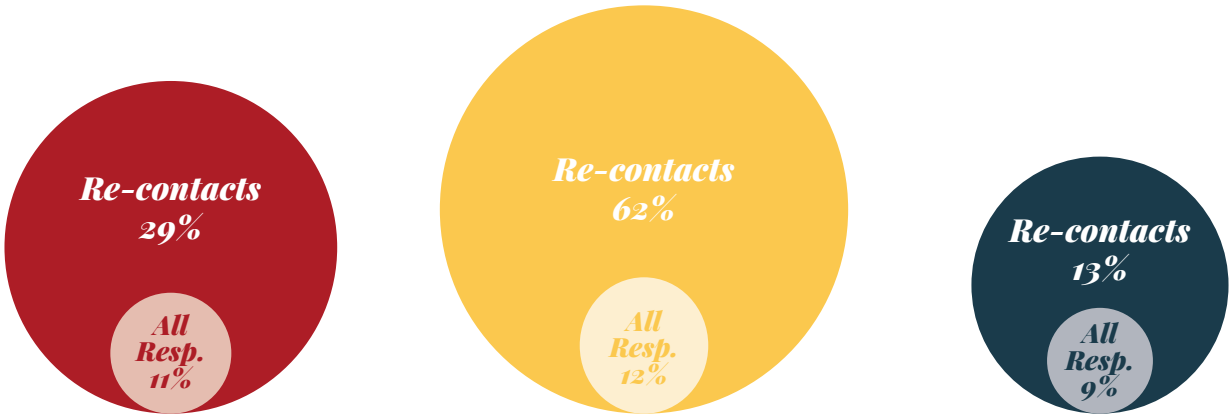
No action: 38%/60%/70%/32%

Base: recalled the Traincard (194)/all respondents (600)/didn't recall the Traincard (406)/will be following the new season AND recalled the Traincard (172)

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 NOW in the last two weeks?

Any action 93%



Yes – used the NOW service

Yes – researched NOW online

Yes – spoke to someone about NOW

Only 7% did nothing

Base: All Respondents (600)/Re-contacts - recall Traincard AND agree 'more likely to consider' (66)

And in summary...

Recognition: ***32%*** of respondents recalled the Traincard campaign

Appealing to the core audience: football fans were more likely to have noticed the Traincard and then take action as a result.

Driving consideration: ***65%*** of those who recalled the Traincard campaign said it made them more likely to consider using the NOW service



Stand out campaign: ***87%*** of those who recalled the Traincard campaign said the advertising was noticeable, and ***88%*** said it was clear and easy to understand

Attracting customers: when recontacted, ***93%*** of respondents had taken some positive action as a result of seeing the Traincard, including ***29%*** who used the NOW service