

Walkers:

A review of the Walkers Traincard campaign

Dates

30th January – 12th February, 2023

Research details

Conducted by Panelbase, 600 online respondents, w/c 13th February, 2023

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

33% 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 (197)

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: **86%**

Informative: 55%

Informative: **78%**

Stands out from other brands in category: 53%

Stands out from other brands in category: **78%**

Clear, easy to understand: 80%

Clear, easy to understand: **90%**

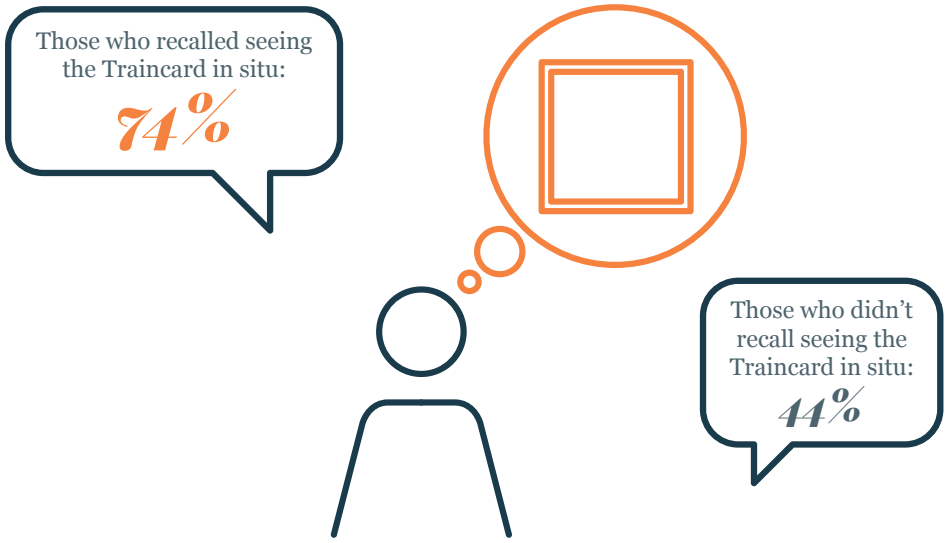
Aimed at people like me: 54%

Aimed at people like me: **76%**

Base: recalled the Traincard (255)/didn't recall the Traincard (345)

Traincards drove consideration

'The advertising made me more likely to consider purchasing a Walkers product'



Base: recalled the Traincard (197)/didn't recall the Traincard (403)

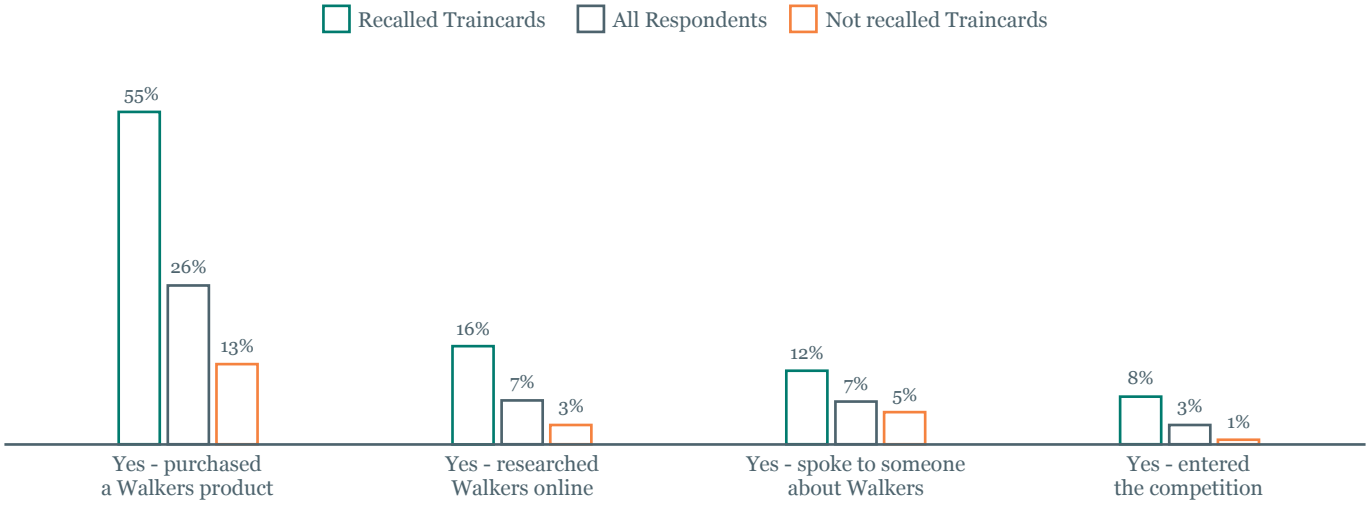






Traincard recall directly correlates to subsequent action

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



No action: 22%/49%/70%

Base: recalled the Traincard (197)/all respondents (600)/didn't recall the Traincard (403)

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 Walkers in the last two weeks?

Any action 89%



Yes –purchased a Walkers product

Yes –researched Walkers online

Yes – spoke to someone about Walkers

Yes –entered the competition

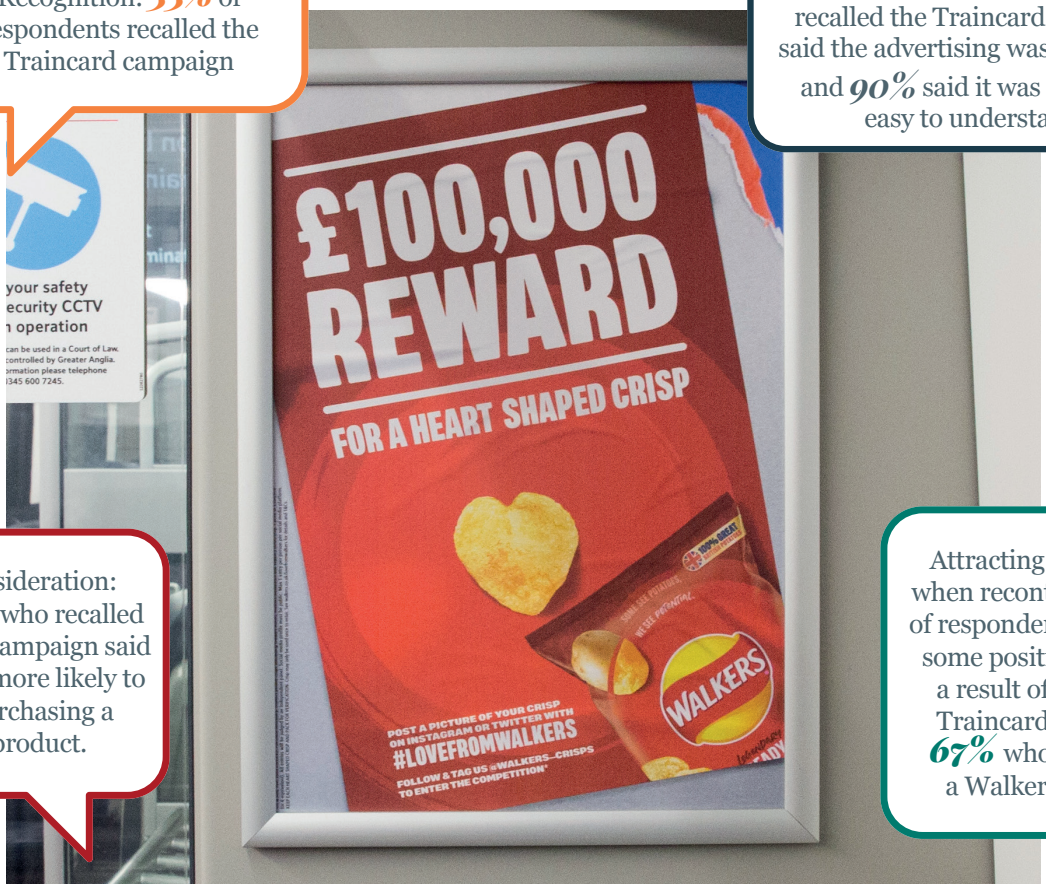
Only 11% did nothing

Base: All Respondents (600)/Re-contacts - recall Traincard AND agree 'more likely to consider' (99)

And in summary...

Recognition: ***33%*** of respondents recalled the Traincard campaign

Stand out: ***86%*** of those who recalled the Traincard campaign said the advertising was noticeable and ***90%*** said it was clear and easy to understand.



Driving consideration: ***74%*** of those who recalled the Traincard campaign said it made them more likely to consider purchasing a Walkers product.

Attracting customers: when recontacted, ***89%*** of respondents had taken some positive action as a result of seeing the Traincard, including ***67%*** who purchased a Walkers product.