Rana:

A review of the La Famiglia Rana Traincard campaign



Dates

28th March – 10th April 2022

Research details

Conducted by Panelbase, 600 online respondents, w/c 4th April 2022

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

31% recalled seeing the Traincards in situ on the train...

...of those, 29% had seen the campaign 'quite a lot'

Bases: 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: 55%

Noticeable: **81%**

Stands out from other brands in category: 50%

Stands out from other brands in category: **82%**

Informative: 55%

Informative: **83%**

Clear, easy to understand: 73%

Clear, easy to understand: **86%**

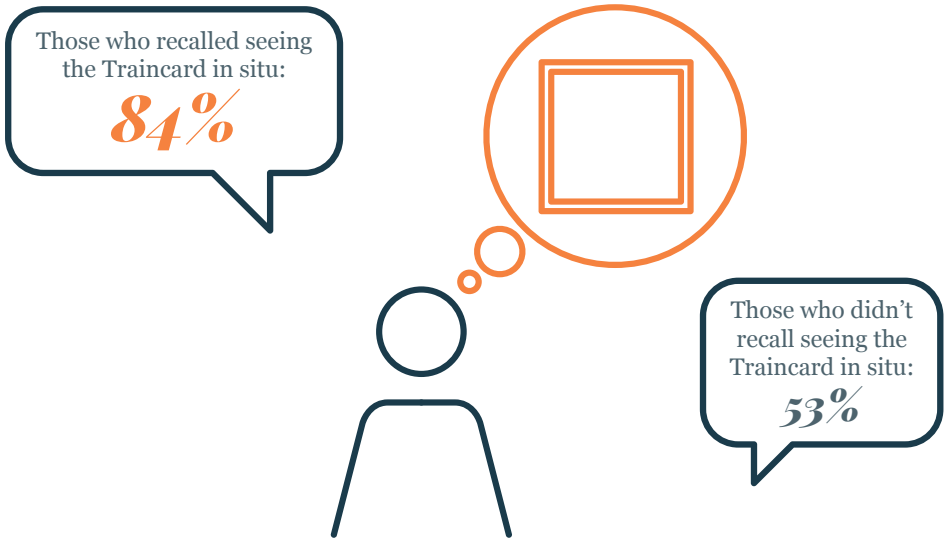
Aimed at people like me: 56%

Aimed at people like me: **83%**

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

Traincards drove consideration

'The advertising made me more likely to consider purchasing a La Famiglia Rana product'



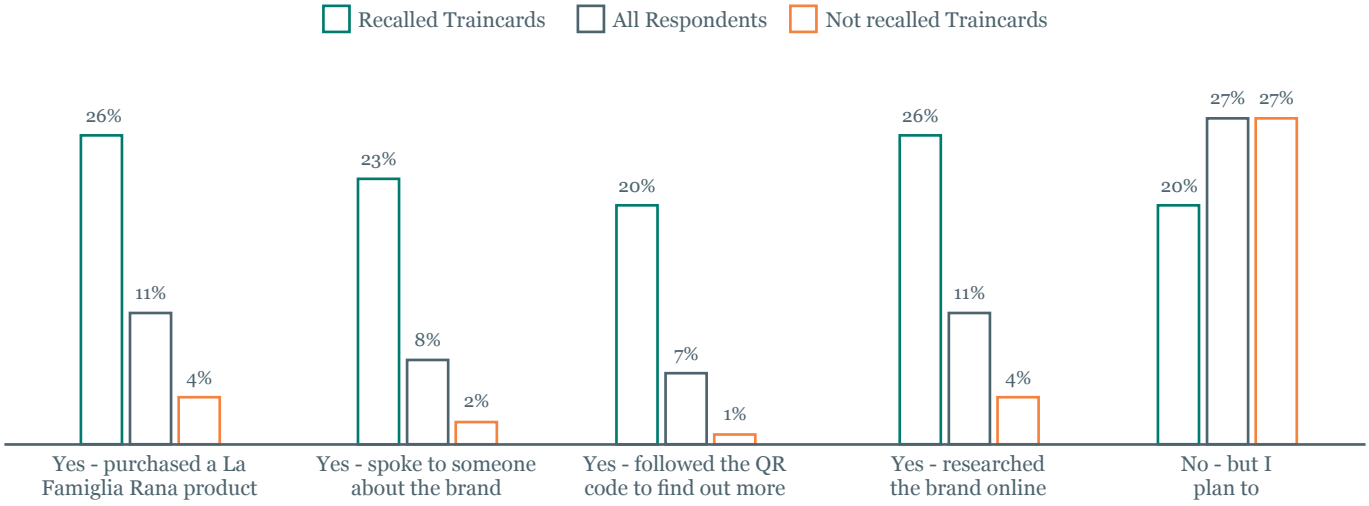
Base: recalled the Traincard (194) / didn't recall the Traincard (406)





Traincard recall directly correlates to subsequent action

"Did you do anything as a result of seeing any advertising for La Famiglia Rana?"



No action: 16%/49%/64%

Base: recalled the Traincard (194) / all respondents (600) / didn't recall the Traincard (406)

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 La Famiglia Rana in the last two weeks?

Any action 88%



Yes – researched La Famiglia Rana online

Yes – I purchased a La Famiglia Rana product

Yes – spoke to someone about La Famiglia Rana

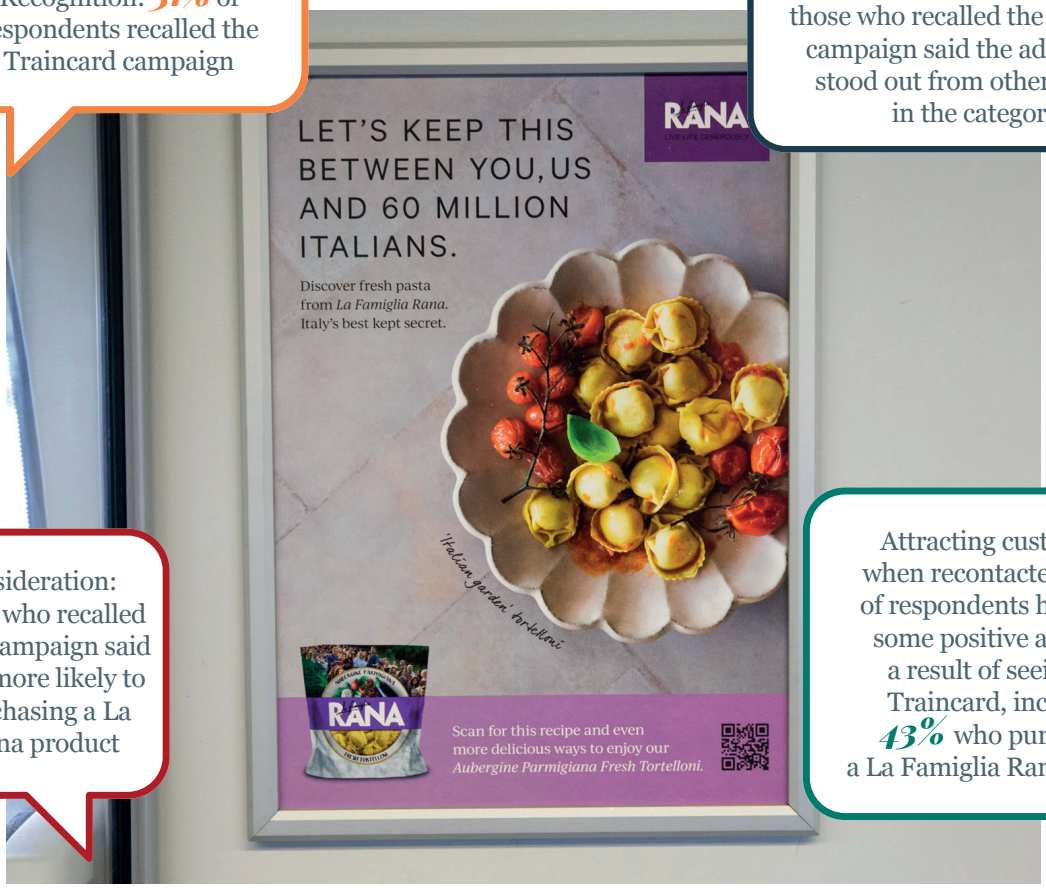
Only 11% did nothing

Base: All Respondents (600) / Re-contacts - recall Traincard AND agree 'more likely to consider' (87)

And in summary...

Recognition: ***31%*** of respondents recalled the Traincard campaign

Brand distinction: ***82%*** of those who recalled the Traincard campaign said the advertising stood out from other brands in the category



Driving consideration: ***84%*** of those who recalled the Traincard campaign said it made them more likely to consider purchasing a La Famiglia Rana product

Attracting customers: when recontacted, ***88%*** of respondents had taken some positive action as a result of seeing the Traincard, including ***43%*** who purchased a La Famiglia Rana product