PERFORMANCE REPORT OF SKYSIGN ADVERTISING

2017 April - In partnership with the company YouGov



ENVIRONMENT

Impact of a Skysign advertising on a high traffic road in Paris by testing the audience in comparison with people who do not drive through the visual circle of the advertising





ENVIRONMENT



175.000 VEHICLES DAYS

% 8 925 000 MONTHLY CONTACTS

Business trips account for 65% of traffic



GOALS

Testing the Skysign advertising impact on the company's notoriety





METHODOLOGY

- Data collected from the panel of YouGov in France (18+)
- Target group : Sample of N = 2 000 representing french population
- cluster A : regular passengers*
 (every week or more)
- cluster B: casual passengers* (every month or more but less often than every week)
- * Note: samples of 100 passengers minimum
- Tris Norms: Age, Gender, Region, CSP, Urban Vs. Non Urban, Marital and Family status, Education level, Presence on social networks + frequency of passage on the way



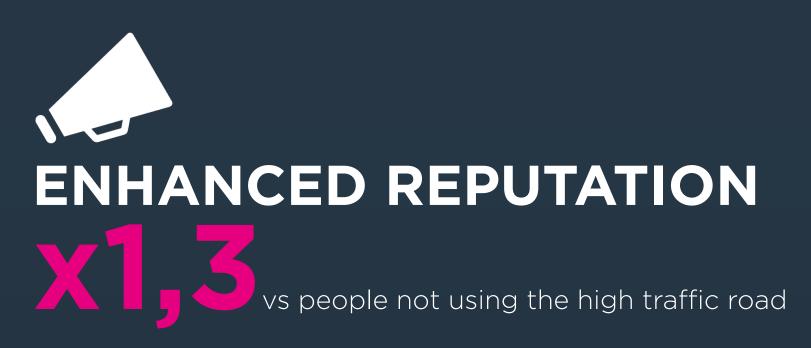




1 in 2 Citizen

using the high traffic road remembers seeing the Skysign and remembers the name of the company





1 in 3 Citizen

using the high traffic roads knows about the advertised company's market





HIGH IMPACT ON THE INTENT TO BUY

vs. citizens **not using** the high traffic road

1 in 10 Citizen

using the high traffic road has an interest in buying the product of service of the advertised company





POSITIVE INFLUENCE ON THE IMAGE/REPUTATION



vs. a citizen not using the high traffic road

1 in 3 Citizen

using the high traffic road has a very high opinion on the advertiser





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