

WE HELPED BOOST BRAND HEALTH METRICS FOR FRESHDIRECT

When FreshDirect wanted to measure the impact its transit advertising had on how consumers felt about the brand, the online grocer turned to **OUTFRONT**. Alongside our measurement partner **MFour**, we evaluated key brand metrics during two separate flights of FreshDirect's campaign, demonstrating both the impact of the campaign and the importance of repeat exposure.

STRATEGY & TACTICS

- **Market:** New York City
- **Media Used:** Brand Trains, Wrapped Trains, Subway Liveboards, LIRR Livecards, Bus Queens
- **Campaign duration:** Two four-week flights (Jan. 8 - Feb. 4 and Apr. 1-28, 2024)
- **Methodology:** Control vs. exposed

OUTCOMES

- The campaign's **64% ad recall rate** beat **MFour's benchmark** by 26 points.
- Those exposed to the ads reported **much higher brand awareness** - 117% unaided and 35% aided - than the control group.
- **Exposure also correlated with brand lift** across the board including affinity (+45%), consideration (+30%), and purchase intent (+41%).
- **All brand metrics improved** during the second flight, demonstrating the value of an ongoing advertiser presence.
- Ads displayed on liveboards had **the highest recall** (62%), followed by in-train ads (57%) and bus ads (43%).



SOURCE: MFOUR
DISCLAIMER: OF COURSE, THE RESULT OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC, END-USER ACTIVITY (CLICK-THROUGH OR SECONDARY-ACTION RATES), OR REVENUE.



OUTFRONT

RESULTS

64%

AD RECALL RATE

+117%

INCREASE IN UNAIDED BRAND AWARENESS

+45%

INCREASE IN BRAND AFFINITY