

WE HELPED NISSAN BOOST ITS BRAND METRICS

Nissan has been a regular fixture on OUTFRONT billboards and transit media for years because our OOH consistently lifts the automaker's brand metrics. To quantify that lift, OUTFRONT worked with MFour Research, an independent third-party measurement and attribution provider, to measure the impact of three campaigns.

Campaign 1: Nissan Pathfinder

STRATEGY & EXECUTION

- Multi-operator campaign
- **Markets:** New York, Chicago, Los Angeles, Boston, Dallas, Houston, Philadelphia, Nashville, Tampa
- **Ad format:** Digital Bulletins
- **Campaign duration:** August 2, 2021 – September 24, 2021

HIGHLIGHTS & RESULTS

- **34% ad recall rate** slightly topped MFour's benchmark; past Nissan customers recalled at a 46% rate.
- 63% said the ads had a **positive impact on brand opinion**; including 84% of ad recognizers.
- **49% said they would consider the brand** for their next auto purchase, including 77% of ad recognizers.
- 69% of ad recognizers **expressed purchase intent for the brand**.



SOURCE:
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.



RESULTS

84%

OF AD RECOGNIZERS
SAID THE ADS POSITIVELY
IMPACTED THEIR OPINION
OF NISSAN

69%

OF AD RECOGNIZERS
EXPRESSED PURCHASE
INTENT FOR NISSAN



WE HELPED NISSAN BOOST ITS BRAND METRICS (CONT.)

Campaign 2: Nissan Frontier

STRATEGY & EXECUTION

- Multi-operator campaign
- **Markets:** Los Angeles, Miami, Atlanta, Houston, Dallas, San Francisco, Phoenix, Charlotte, Orlando, Tampa, Knoxville, Greenville, Harlingen, and Sacramento
- **Ad formats:** Digital and Static Bulletins
- **Campaign duration:** October 4, 2021 - December 26, 2021

HIGHLIGHTS & RESULTS

- 39% ad recall rate **significantly above MFour's benchmark.**
- 62% said the ads had a **positive impact on brand opinion;** including 80% of ad recognizers.
- 67% of ad recognizers **said they would consider the brand,** a 40% lift compared to non-recognizers.
- 67% of ad recognizers **expressed purchase intent for the brand,** a 52% lift over non-recognizers.



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RESULTS

+40%

LIFT IN BRAND
CONSIDERATION AMONG
AD RECOGNIZERS

67%

OF AD RECOGNIZERS
SAID THEY WOULD
CONSIDER THE BRAND



WE HELPED NISSAN BOOST ITS BRAND METRICS (CONT.)

Campaign 3: Nissan Ariya

STRATEGY & EXECUTION

- Multi-operator campaign
- **Markets:** New York, Los Angeles, Chicago, Boston, Washington, D.C., Atlanta, San Francisco, Denver, Portland, Sacramento, Seattle
- **Ad formats:** Digital and Static Bulletins, Liveboards
- **Campaign duration:** February 6, 2023 - April 27, 2023

HIGHLIGHTS & RESULTS

- **43% ad recall rate beat MFour's benchmark;** in Chicago and New York recall rates were 58% and 53%.
- Among ad recognizers, 59% of ad recognizers **recalled the message of the ad,**
- 81% said the ads had a **positive impact on brand opinion** (+80% lift vs. non-recognizers),
- 80% **said they would consider the brand** (+51% lift vs. non-recognizers), and
- 73% **expressed purchase intent for the brand** (+66% lift vs. non-recognizers).



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RESULTS

+51%

LIFT IN BRAND
CONSIDERATION AMONG
AD RECOGNIZERS

+66%

LIFT IN PURCHASE
INTENT AMONG AD
RECOGNIZERS

