

WE HELPED SONY IMPROVE BRAND OPINION, CONSIDERATION, AND INTENT FOR ITS LINKBUDS PRODUCT

When Sony wanted to raise its profile in the headphone category, the technology giant turned to OUTFRONT for a transit campaign promoting its **LinkBuds Fit x Olivia Rodrigo** product partnership. Did Sony's ads break through the clutter and noise? With the help of our independent third-party measurement partner MFour, we quantified the impact the campaign made on awareness, consideration, intent, and other key brand metrics.

STRATEGY & EXECUTION

- **Market:** New York City
- **Media Used:** Brand Trains, Wall Vinyl, Bus Kings, 2-Sheet Posters
- **Campaign Duration:** Four weeks (October 21 to November 22, 2024)
- **Methodology:** Control vs. exposed

OUTCOMES

- Among those exposed to the campaign, compared to the control group:
 - 31% of the exposed were **able to identify Sony as a headphones brand top of mind, a 7% lift** compared to control (29%).
 - **Ad awareness showed lifts of +75% unaided and +27% aided.**
- **59% of those exposed recognized the ads**, over 1.5x MFour's benchmark.
- Among those who recognized the ads, compared to the control group:
 - **Brand favorability rose +11%.**

SONY

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

59%

AD RECALL RATE

+11%

BRAND FAVORABILITY

+17%

CONSIDERATION

+18%

PURCHASE INTENT

