



## Fairfax mobile advertising drives incremental campaign effect to online advertising.

### Campaign Objectives

- » Increase awareness of HSBC's Day to Day and Linked Account products.
- » Drive consideration of the HSBC brand amongst the target audience through exposure of the campaign on digital and mobile platforms.
- » Measure the impact of brand display vs display performance in shifting brand metrics.

### Campaign period

- » August 20 - October 15, 2012

### Research Methodology

- » A simultaneous capture of control/exposed sample was employed, with both control and exposed groups receiving an email invitation to complete the survey after exposure to the online advertising. Sample n=1,985.

### Creative Execution

- The HSBC Day to Day and Link Account campaigns were executed across Fairfax Metro's digital network within the *Business Day* and *Money* sections as a branded campaign and as a DRX or performance campaign across run of network.
- The campaign was also executed on Fairfax Metro's mobile platform across all masthead m-sites.



**and receive \$20 a month, up to \$100**

Simply make monthly deposits of \$5,000 or more during the first 5 months.

Limited to the first new account opened per customer.



## The Results

### Incremental effect of adding mobile to an online campaign.

Research showed that adding a mobile and tablet element to a digital campaign provides incremental impact in brand metrics as was evident across both the total sample and target audience with significant lifts across all metrics for both groups.

Adding a mobile/tablet element to an online campaign was also beneficial in significantly impacting advertising recall and brand association, with those exposed to online and mobile/tablet seeing a +11% lift in ad recall and 23% point lift in brand association as compared to those exposed to online only.

### Exposure to the HSBC campaign showcased significant lifts across both the total sample and target audience.

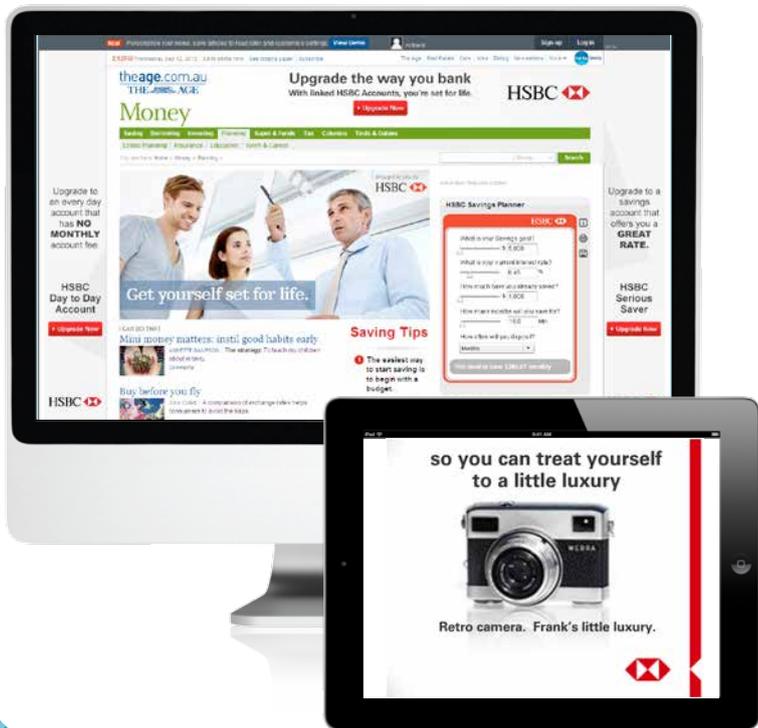
Overall, the campaign did exceptionally well in reaching its target audience, showcasing a significant lift in brand awareness and strong lifts in brand consideration and purchase intent.

## Campaign impact

Lift from online to online + mobile	Total Sample	Target Audience
Aided Brand Awareness	<b>+15% pts</b>	<b>+13% pts</b>
Brand Favourability	<b>+12% pts</b>	<b>+12% pts</b>
Brand Recommendation	<b>+8% pts</b>	<b>+8% pts</b>
Brand Consideration	<b>+11% pts</b>	<b>+12% pts</b>
Purchase Intent	<b>+7% pts</b>	<b>+7% pts</b>

Overall campaign effect	Total Sample	Target Audience
Aided Brand Awareness	<b>+10% pts</b>	<b>+10% pts</b>
Brand Consideration	<b>+5% pts</b>	<b>+3% pts</b>
Purchase Intent	<b>+2% pts</b>	<b>+4% pts</b>

Source; Nielsen Advertising Effectiveness Research November 2012



After exposure to the HSBC campaign, awareness levels of HSBC shifted by 20% points and moved the brand forward by 2 ranks

## The Results

**Brand and DRX creative played an equal role in impacting key brand metrics:**

Research proved that for communicating brand messages, brand creative in contextually relevant places across *Money* was more effective in shifting key metrics such as brand awareness and brand consideration which showed significant lifts after exposure. Performance/DRX creative with a driven call to action was more effective in impacting purchase intention.

## Campaign impact

Campaign effect by creative	DRX (Total Sample)	Brand (Total Sample)
Aided Brand Awareness	+9% pts	+12% pts
Brand Favourability	+1% pts	+5% pts
Brand Recommendation	+3% pts	+5% pts
Brand Consideration	+5% pts	+7% pts
Purchase Intent	+3% pts	+2% pts

Source; Nielsen Advertising Effectiveness Research November 2012

**For more information please contact your Fairfax Media representative**