

Compass

Campaign: Amaysim

Agency: Mediacom

Year: 2011

Source: APN Outdoor

Objective: To measure the campaign recall by format across multiple demographics

Audience: Total People

Strategy: Megaside, 24 Footer & Portrait Rear

Results:

This campaign resonated strongly with:

- CBD Worker 50%
- People 25 – 29 45%
- People 30 – 39 43%
- Low income earner 42%

Most effective format: Mega side – 30%

