

Virgin Mobile

Campaign: Switch

Agency: Starcom

Year: 2011

Source: APN Outdoor

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

Audience: Total People

Strategy: Portrait Side & Showcase

Results:

This campaign resonated strongly with:

- People 18 – 24 – 48%
- CBD workers – 44%
- Medium HHI (\$51 – \$75k)- 41%
- Daily public transport commuters – 34%
- Males – 33%

Most effective format – Portrait side 29%

