



SUMMARY

Canterbury's top league club campaign was successful for all parties involved. We reached and exceeded our goals with this campaign and proved the effectiveness of mobile truck advertising.

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CONCLUSION

Ad Trucks proved to be influential in the growth of attendance to the home games for the client. By being able to constantly test and measure the audience and adapt our campaign accordingly we not only met our brief, but exceeded it.



CHALLENGES FACED

The Canterbury league club were looking for a new angle to get their fans to the home games. With minimal statistics from the previous years of target audience, we started from the beginning. The brief was to spread awareness about the club and get a higher attendance rate and ticket sales for their upcoming home games.

SOLUTION

We designed a campaign that targeted all the known areas that the supporters populated and a few of similar nature. Reaching as many suburbs as possible in the 5 week campaign to achieve brand awareness and get the attendance up for their home games this season. Combining driving in various areas over 3 hour time slots between peak hour traffic and static overnight, we created an effective campaign. We were recording our shifts and measuring the response and increase in numbers of attendance at each consecutive game. The research done to date will give us a substantial platform for their future campaigns with Ad Trucks.

RESULTS

We increased the opening game attendance numbers by 200% from last season's grand final. The attendance was increased and ticket sales were dramatically improved. We not only met their target but exceeded it in 2 out of 3 home games. The second of the three was plagued by rain and nearly freezing temperatures, and we still met our target.

SAMPLES / RESOURCES

At every game we took our own data collection by interviewing patrons. We asked questions like "did you see an Ad truck in the last week?" and "where did you see the Ad truck?" This gave us an indication of where we were being most effective. We also asked the audience where their home suburb was so we could gauge where to focus the campaign for future campaigns for this client. Testing and measuring is an important and easy way to see where we are being most influential and being seen the most by our target audience.