

Measuring the Impact of a Challenger Telecommunication Brand's Campaign

Case Study

Summary

Independent measurement was performed by Nielsen. The survey was conducted with an audience exposed to Wrappr and measured the impact the advertising had on key brand metrics.

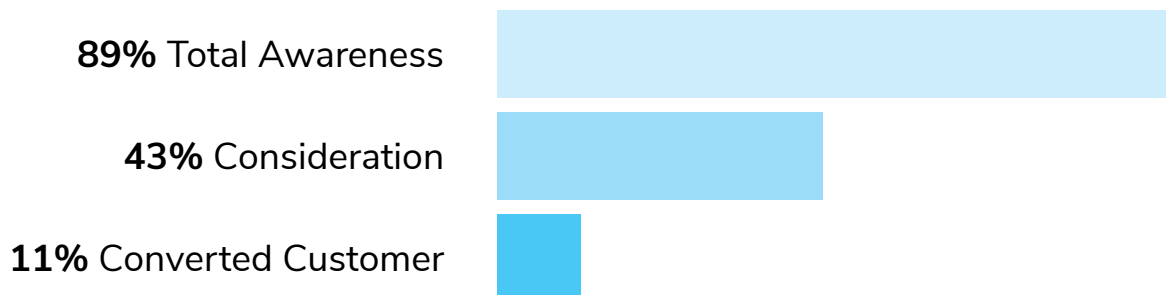
As this was the first major above-the-line brand campaign for this brand, the results demonstrate the enormous impact exposure to Wrappr vehicles had across their target areas.

Campaign Details

9 Months
22 Advocates
Melbourne, Sydney & Brisbane
Partial Wrap SUV



Brand Metrics From The Wrappr Exposed Audience



[View full independent report from Nielsen](#)

