

WRAPPR

Measuring the Impact of a Global, Publicly Listed, Online Marketplace'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 for their new product offering. As this campaign was for a new product, baseline brand metrics of awareness, consideration and purchase intent were very low pre-campaign.

The post-campaign results below demonstrate the significant impact exposure to a Wrappr vehicle had on bringing this new product to market.

Campaign Details

8 Weeks
20 Advocates
Greater Sydney
Rear Windshields
+ 1 Full Wrap

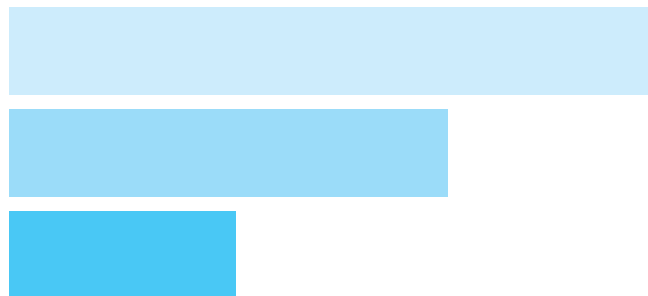


Brand Metrics From The Wrappr Exposed Audience

85% Total Awareness

58% Consideration

30% Purchase Intent



[View full independent report from Nielsen](#)

