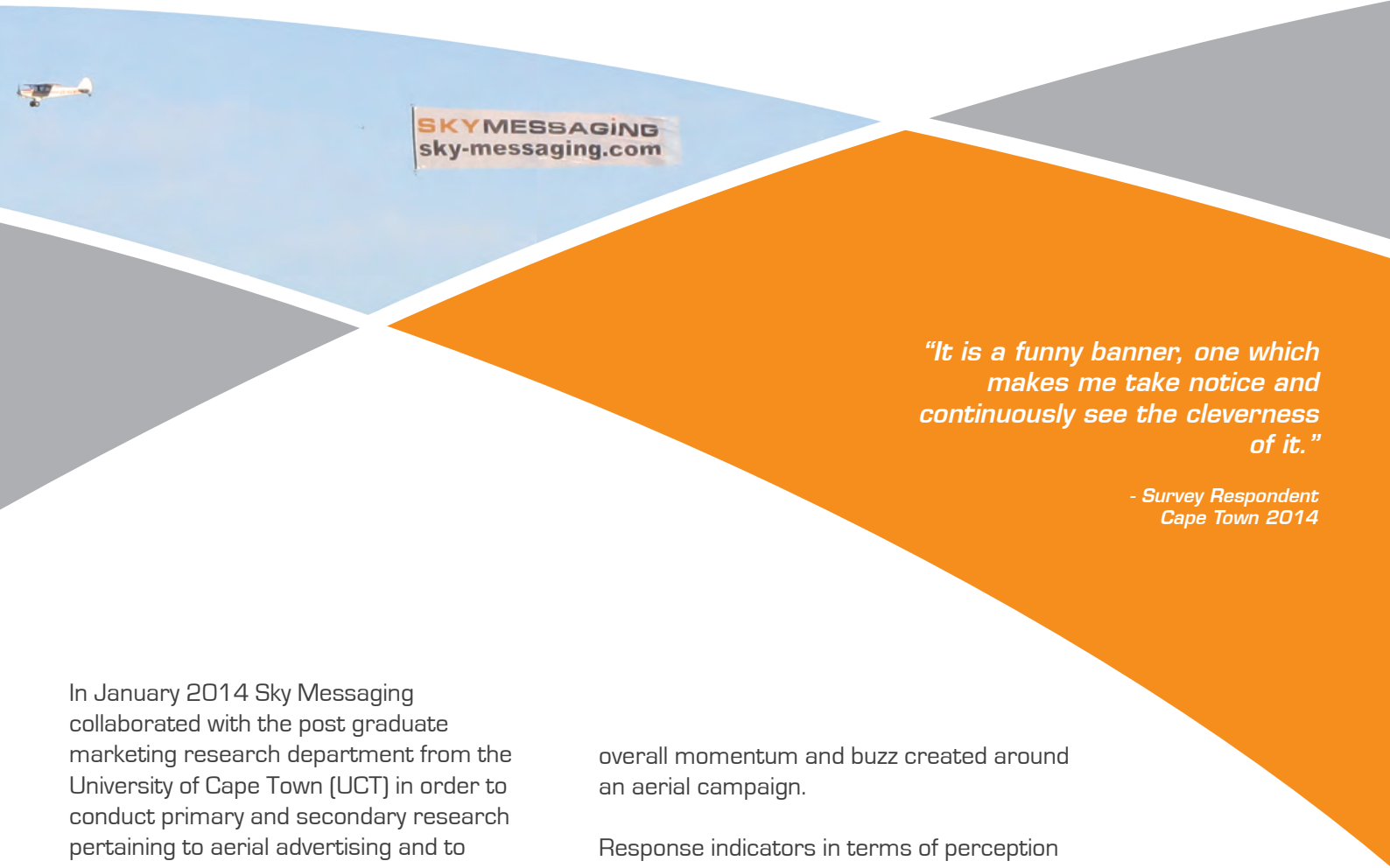


Case Study

Analysis of Aerial Advertising
by the University of Cape Town

July 2014

SKYMESSAGING



"It is a funny banner, one which makes me take notice and continuously see the cleverness of it."

*- Survey Respondent
Cape Town 2014*

In January 2014 Sky Messaging collaborated with the post graduate marketing research department from the University of Cape Town (UCT) in order to conduct primary and secondary research pertaining to aerial advertising and to measure the effectiveness of the platform.

What followed was five months of vigorous research conducted by five teams, whereby the data gathered was analysed, quantified and verified.

One of the many objectives was to measure the overall response of the platform in the form of recall. The respondents were challenged to call to mind as many banners as possible, whereby the top five were carefully examined. Further, the talkability and impact of each brand was assessed and an aggregate formed, determining the

overall momentum and buzz created around an aerial campaign.

Response indicators in terms of perception were studied that tied in with intrigue of the platform, giving rise to valuable insight of the number of recipients who not only engage with the brand but also take action after having repeatedly seen a particular banner. In addition, the receptiveness in terms of potential sales translations was established.

Whilst traditional media undoubtedly have their place, when comparing reach, recall, engagement and ultimately return on investment there can be no doubt that aerial advertising should form part of any well defined media mix thereby giving a brand a larger than life imagery and impact.

[CONTINUED]



Making sense of the research.

Map Overlay | Completed Flights

The below map depicts all flights completed in Cape Town over the duration of one year. The summaries above the map outline the number of flights and hours (also indicated as a percentage) of the top recalled brands compared to the total flight/exposure time of 208 flights / 400.1 hours.

Timeframe: 1 June 2013 - 31 May 2014

Number of flights: 208

Total flight/exposure time: 400.1 hours



Other

Note: Campaign total of 40 hrs.

117 Flights
229.1 Hours
57.3%

26 Flights
48.6 Hours
12.1%

16 Flights
33.3 Hours
8.3%

2 Flights
4.0 Hours
1%

11 Flights
16.4 Hours
5%

36 Flights
68.7 Hours
16.3%

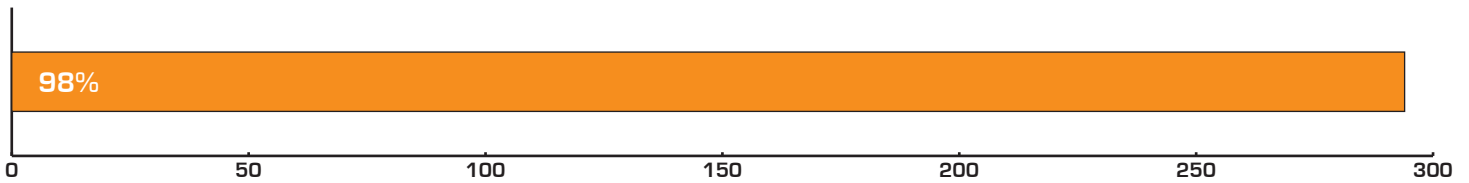




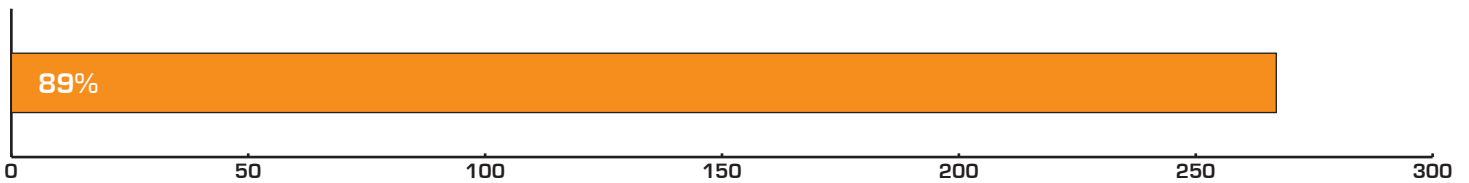
Value found.

SUMMARY: 300 male and female respondents were sampled that were 18 years and older. The respondents, central to Cape Town, were sampled in Brackenfell, Durbanville, Bellville, Parow, Goodwood, Blouberg, Tableview, Milnerton, Century City, Rondebosch, Wynberg, Kenilworth, Plumstead, Grassy Park and Retreat.

Graph 1 | Quantity of respondents who have seen an aerial banner during primetime traffic.

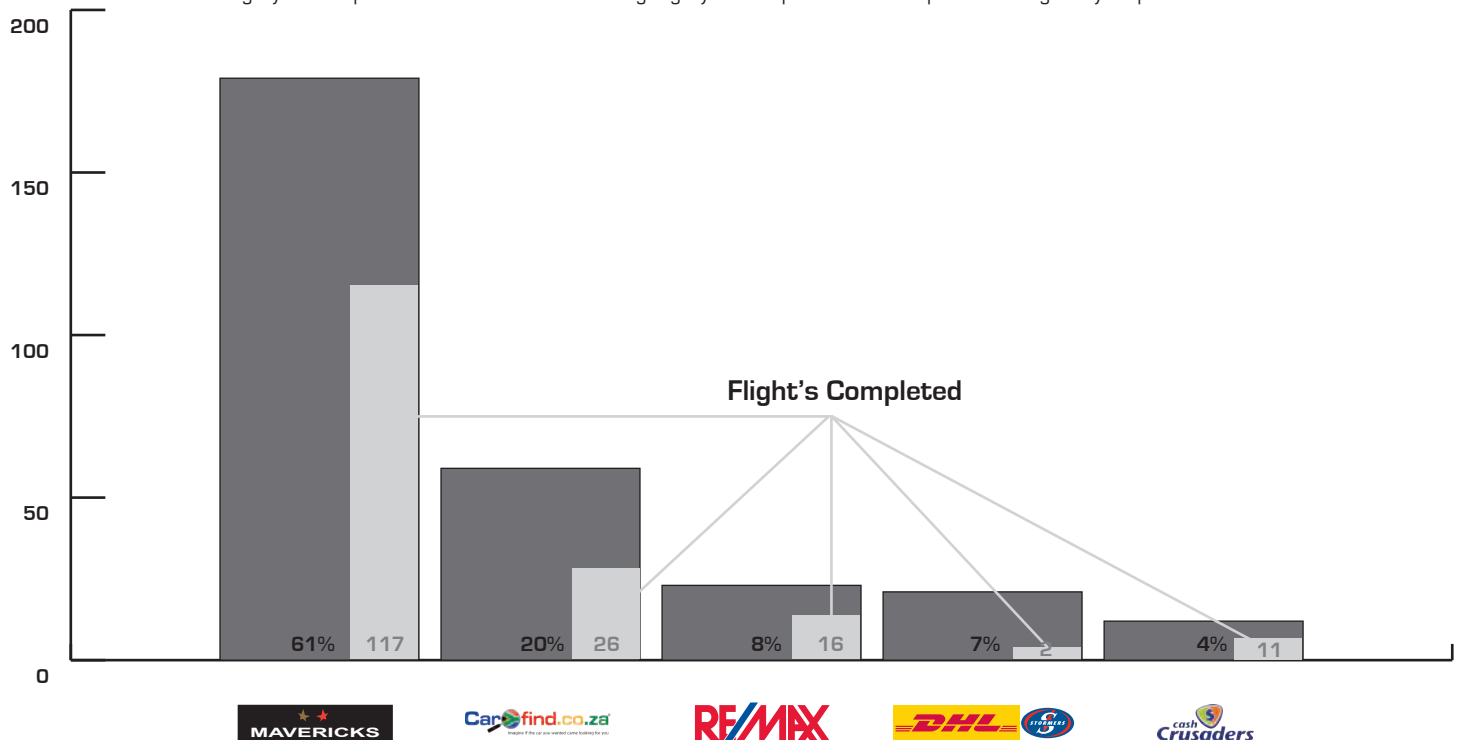


Graph 2 | Quantity of respondents who cite aerial banners as visible and legible.



Graph 3 | Top brand recall quantified per captured values of Graph 1.

The dark grey area depicts brand recall whereas the light grey area depicts hours of exposure during one year period.

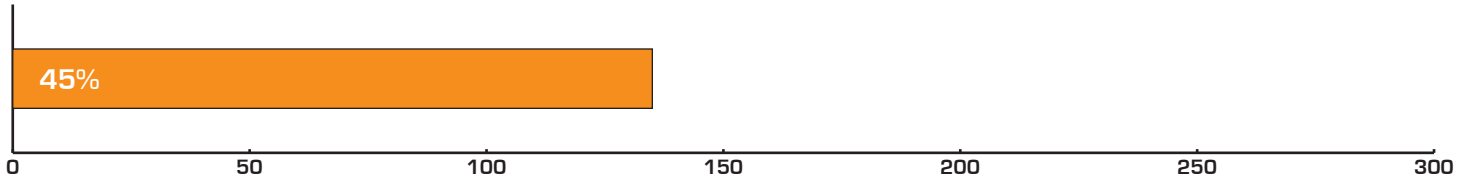


Note: RE/MAX had completed 31 flights (63.6 hours) preceding this case study in Cape Town. Similarly, DHL had completed 20 flights (40.5 hours).

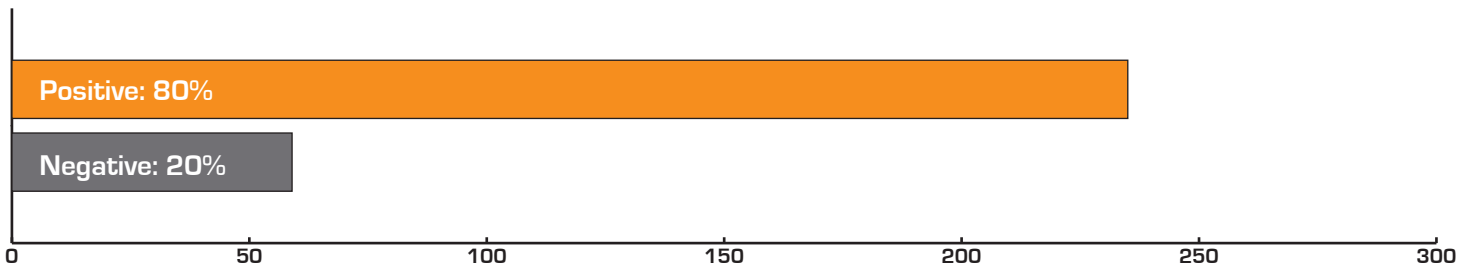


Compelling & influential.

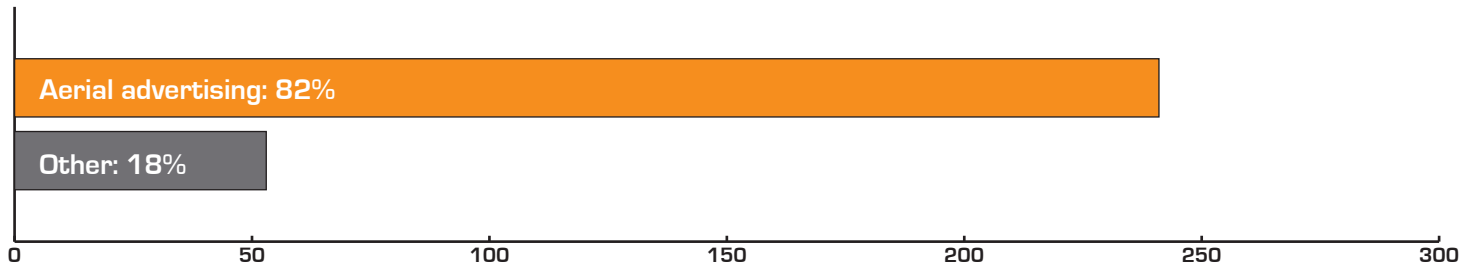
Graph 4 | Talkability: the number of respondents who discussed the brands seen on an aerial banner.



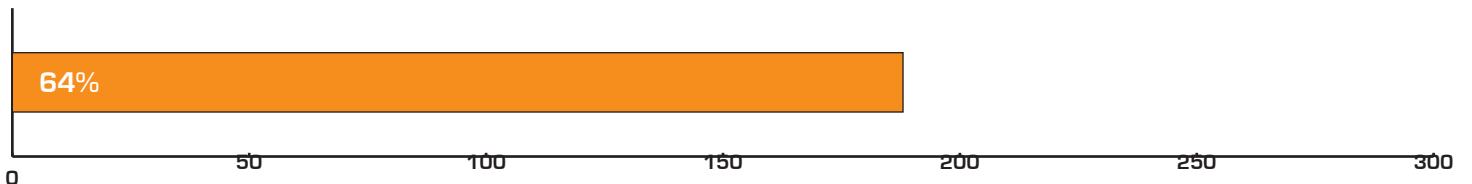
Graph 5 | Perceived positive impact i.e. respondents who regard aerial advertising as a beneficial platform.



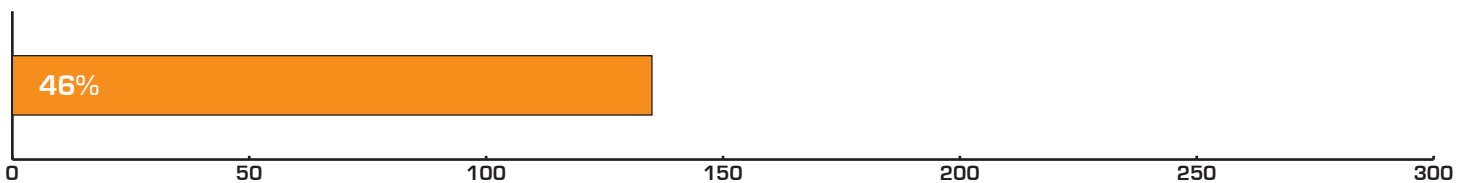
Graph 6 | Intrigue generated by Out of Home platforms.



Graph 7 | Respondents who take action based on seeing a banner at least once (i.e. research brand, visit website etc).



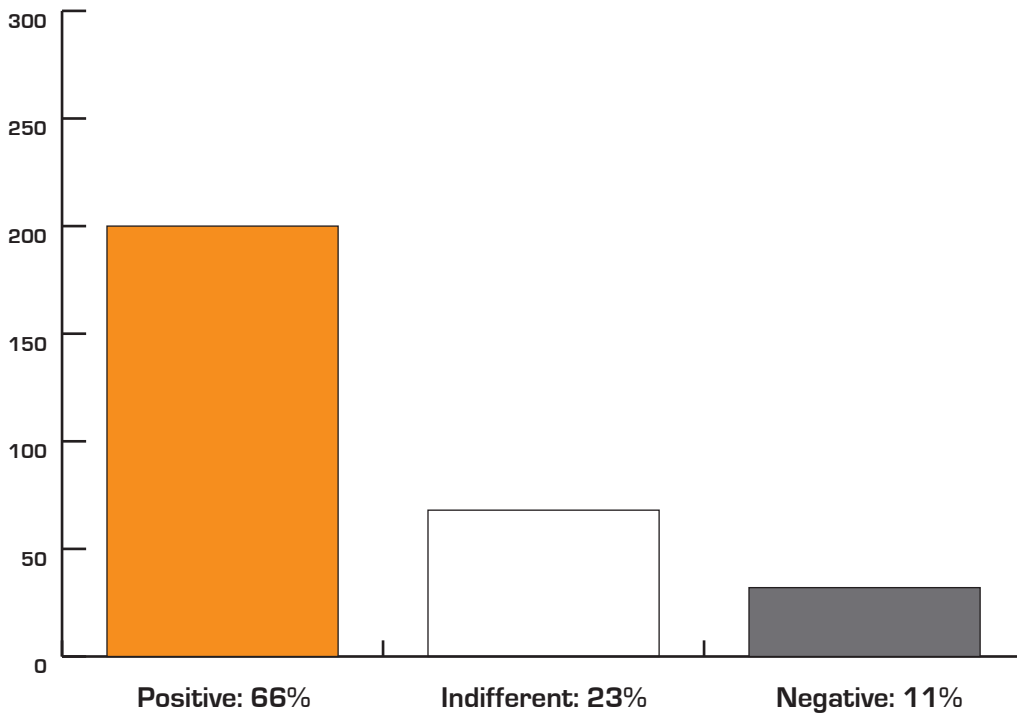
Graph 8 | Respondents who perceive that aerial advertising leads to direct sales conversions.





An alternative platform.

Graph 9 | Perceived effectiveness and willingness to engage with displayed brand.



In Closing | Noted comments from respondents.

"Very effective as the banner is very regular - I see it almost every week."

"I would advertise my company this way. It's powerful."

"Its different and fun to watch and a lot more noticeable than an ordinary billboard or magazine."

"It is a funny banner, one which makes me take notice and continuously see the cleverness of it."

"More interesting to look at than regular advertising."

"It's different. Fun to watch, a lot more noticeable than an ordinary billboard or advert in a magazine."

"The Mavericks plane that comes flying around every Thursday/Friday makes me laugh."

"I like seeing brands like Spur and Stormers being flown around; they appeal to a lot of people."



UNIVERSITY OF CAPE TOWN
IYUNIVESITHI YASEKAPA - UNIVERSITEIT VAN KAAPSTAD

This case study was completed with data obtained from the University of Cape Town's BUS3014 Marketing Research group.

SKYMESSAGING

Suite # 315
Sovereign Quays
34 Somerset Road
Green Point, 8001
Cape Town, South Africa

info@sky-messaging.com
www.sky-messaging.com