

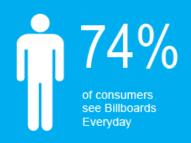




Hungry Jacks.

Outdoor Billboard Advertising - Case Study

Outdoor Media Insight.











Campaign: Premium Choices

Agency: Maxus

Year: 2012

Source: APN

Objective: To measure the awareness and brand impact of the 'Premium Choices' outdoor campaign and compare it to the same campaign on FTA

Audience: People 18-54

Strategy: Outdoor - Large Format & Transit and FTA TV

Results:

Outdoor in comparison to the FTA component, saw significant positive impact across all brand metrics.

- •Prompted Brand Awareness +58%
- •Outdoor added 17% Unique Awareness
- •61% purchase intention of 'Premium Choices Range'









Outdoor Calendar 2015

JANUARY						FEBF	FEBRUARY							MARCH							APRIL						
M	Т	W	Т	F	S	S	M	Т	W	Т	F	S	S	M	Т	W	Т	F	S	S	M	Т	W	Т	F	S	S
			1	2	3	4							1							1			1	2	3	4	5
5		7	8	9	10	11	2	3	4	5	6	7	8	2	3	4	5	6	7	8	6	7	8	9	10	11	12
12	13	14	15	16	17	18	9	10	- 11	12	13	14	15	9	10	11	12	13	14	15	13	14	15	16	17	18	19
19	20	21	22	23	24	25	16	17	18	19	20	21	22	16	17	18	19	20	21	22	20	21	22	23	24	25	26
26	27	28	29	30	31		23	24	25	26	27	28		23	24	25	26	27	28	29	27	28	29	30			
														30	31												
MAY	MAY							JUNE							JULY						AUGUST						
M	Т	W	T	F	S	S	М	Т	W	Т	F	S	S	М	Т	W	Т	F	S	S	M	Т	W	Т	F	S	S
				1	2	3	1	2	3	4	5	6	7			1	2	3	4	5						- 1	2
4	5	6	7	8	9	10	8	9	10	11	12	13	14	6	7	8			11	12	3	4	5	6	7	8	9
11	12	13	14	15	16	17	15	16	17	18	19	20	21	13	14	15	16	17	18	19	10	11	12	13	14	15	16
18	19	20	21	22	23	24	22	23	24	25	26	27	28	20	21	22	23	24	25	26	17	18	19	20	21	22	23
25	26	27	28	29	30	31	29	30						27	28	29	30	31			24	25	26	27	28	29	30
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SEPTEMBER OCTOBER											NOVEMBER									SEPTEMBER							
M	Т	W	Т	F	S	S	М	Т	W	Т	F	S	S	М	Т	W	Т	F	S	S	М	Т	W	Т	F	S	S
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7	8	9	10	11	12	13	5	6	7	8	9	10	11	2	3	4	5	6	7	8	7	8	9	10	11	12	13
14	15	16	17	18	19	20	12	13	14	15	16	17	18	9	10	11	12	13	14	15	14	15	16	17	18	19	20
21	22	23	24	25	26	27	19	20	21	22	23	24	25	16	17	18	19	20	21	22	21	22	23	24	25	26	27
28	29	30					26	27	28	29	30	31		23	24	25	26	27	28	29	28	29	30	31			
			•										•	30													





Printed creative to be received one w.eek prior to booking start date.

Campaign instructions, including approved artwork required three weeks before the booking media start date.

All media bookings start on Mondays





