



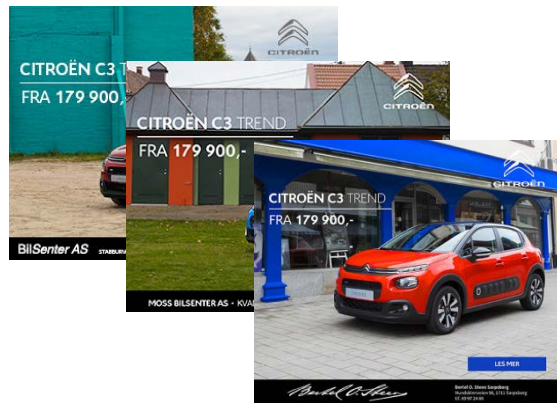
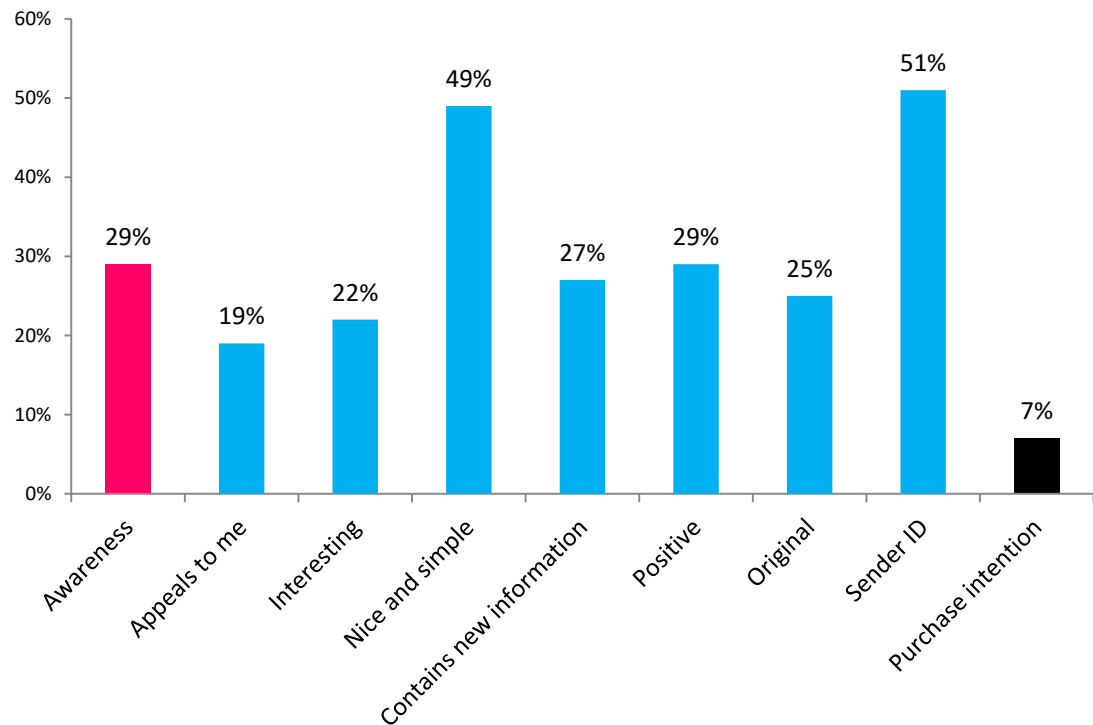
Campaign tests

Digital, print and content marketing



Campaign tests digital

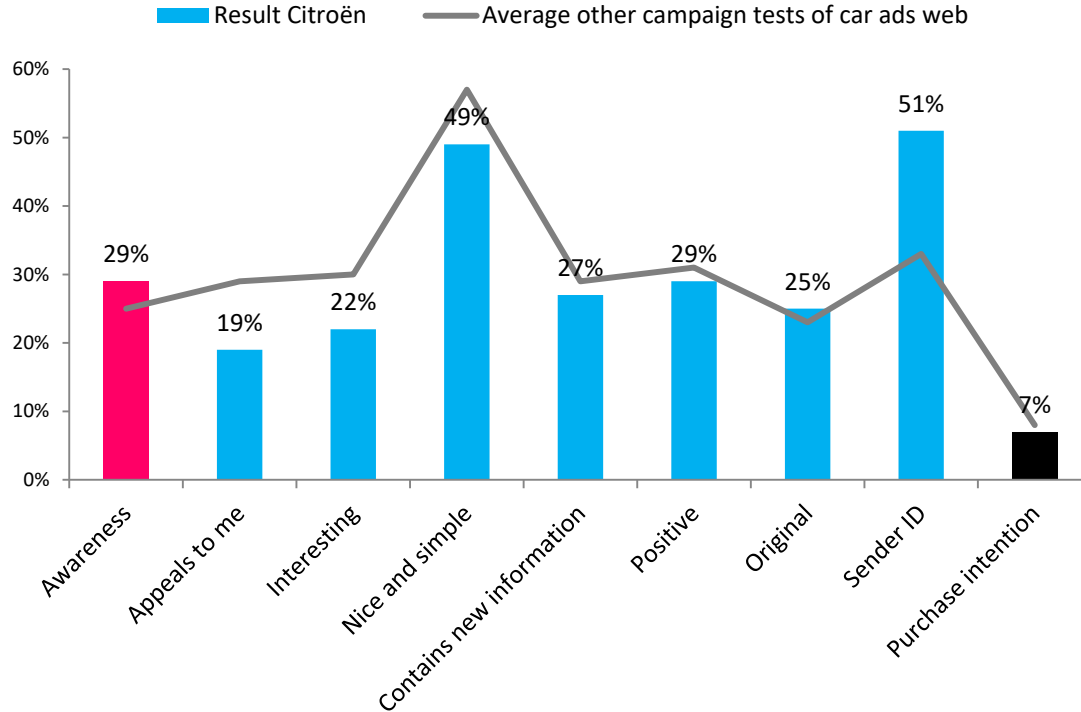
Total



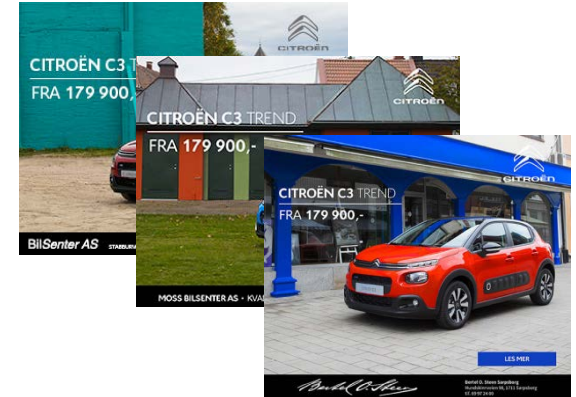
Source: Audience Report, awareness survey. Field period: Week 41, 2017. Number of answers: 681/508 exposed/184 viewed ad

Campaign tests digital

Total. Benchmark vs. RAM



The ad scores **highly for awareness** and remarkably well for sender ID compared to other ads in the same industry surveyed by RAM.

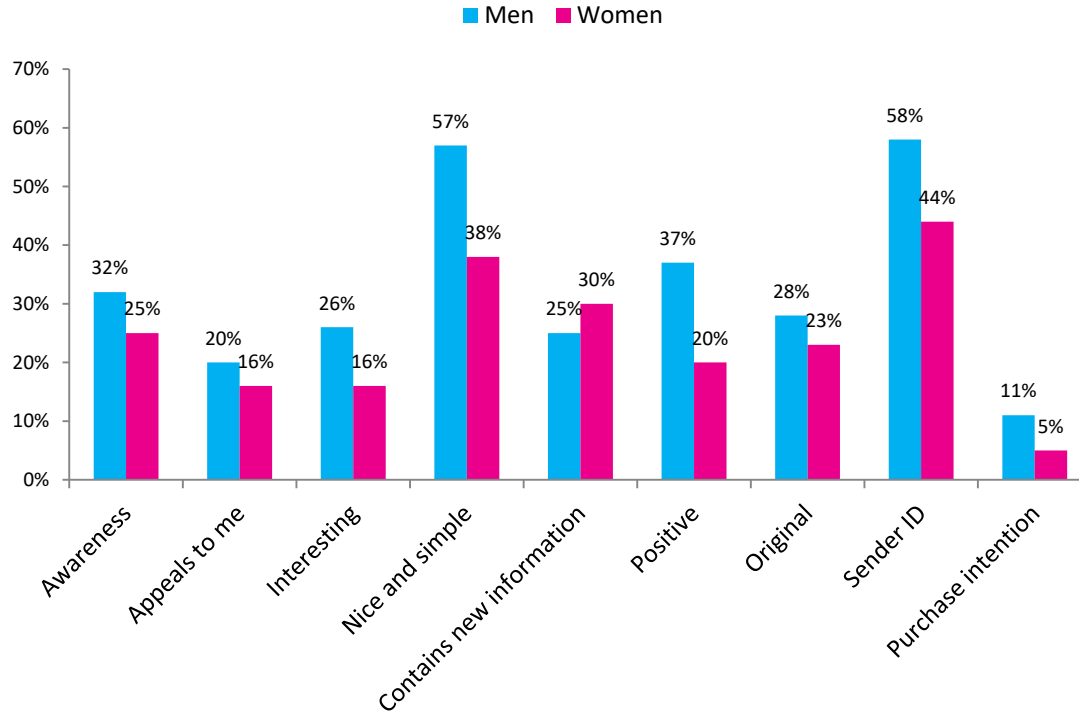


Source: Audience Report, awareness survey. Field period: Week 41 2017. Number of answers: 681/508 exposed/184 viewed ad
Benchmark: RAM Amedia web, all formats, car ads. Number of references: 47

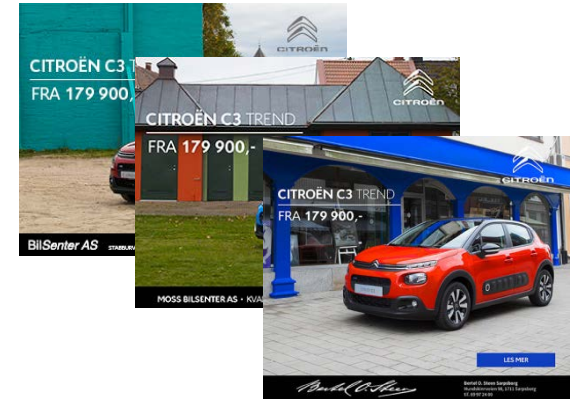


Campaign tests digital

Gender



The campaign has a **better score among men**, with an awareness of 32%. The score for 'interesting' is also higher, and the purchase intention is 11%, which is also high relative to the RAM benchmark.

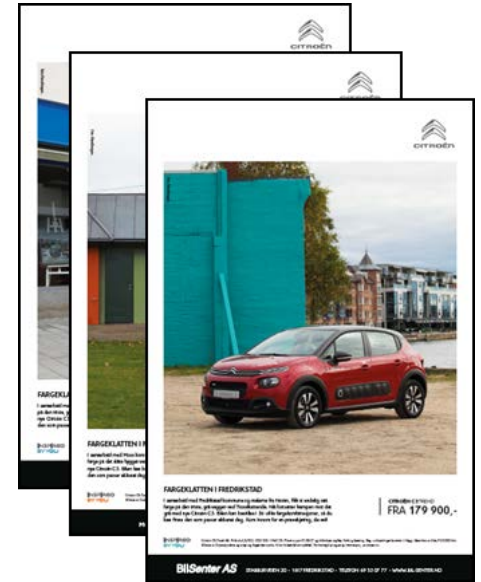
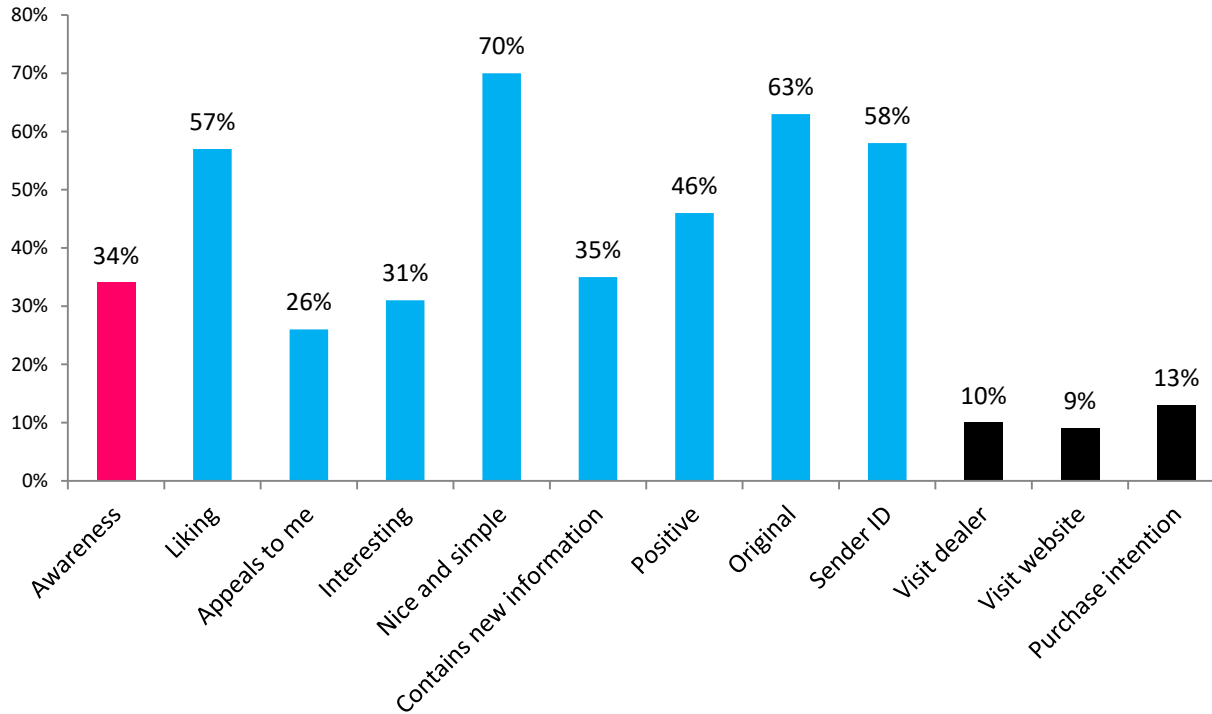


Source: Audience Report, awareness survey. Field period: Week 41 2017. Number of answers: 681/508 exposed/184 viewed ad



Campaign test print

Total

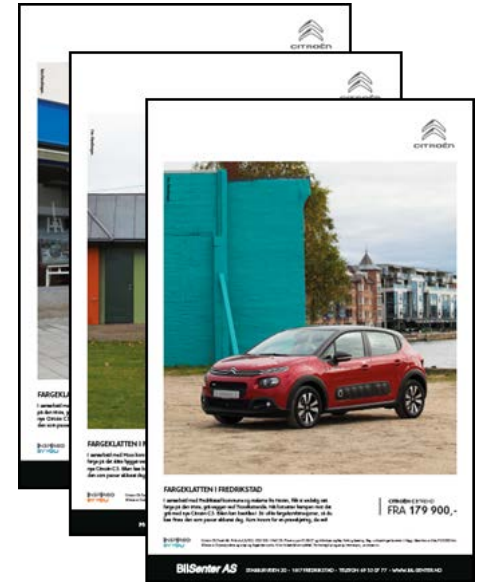
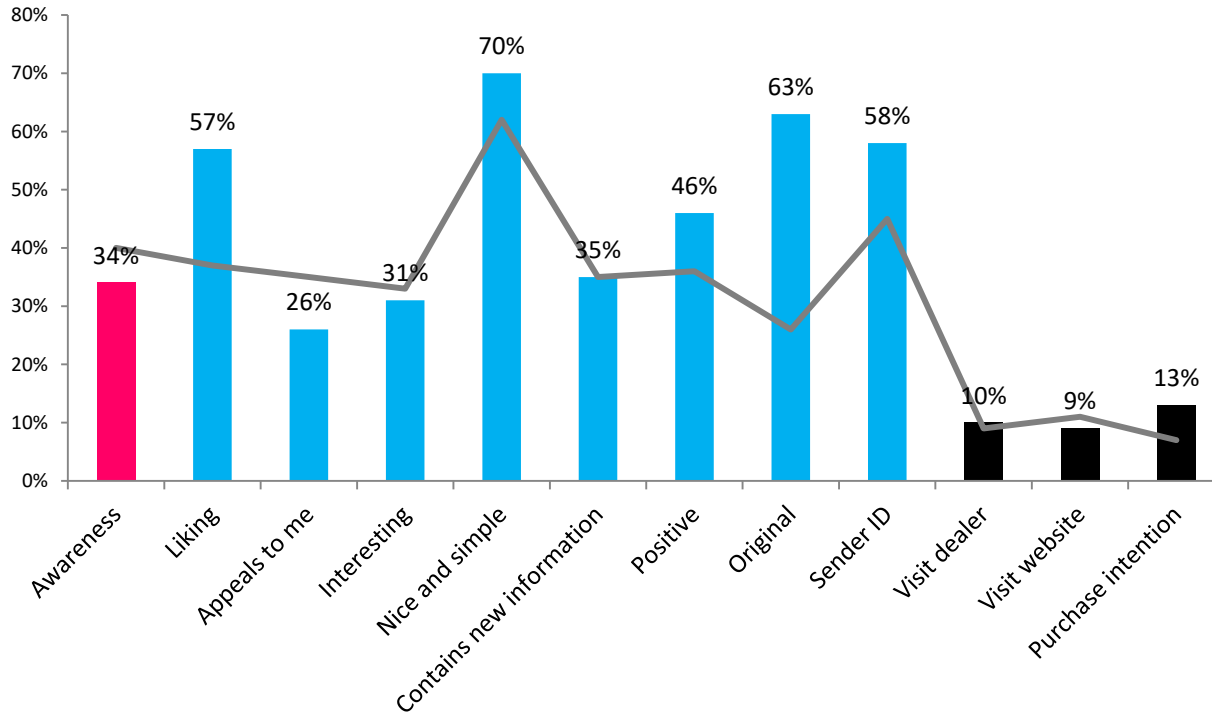


Source: Norstat CATI, 12/10/2017. Sample size: 300 subscribers who have read the paper

Campaign test print

Total. Benchmark vs. RAM base

The paper campaign scores **highly for awareness**, is **simple to decode** and is perceived as **original**. There is also a **purchase intention of 13%**, which is a very good result.



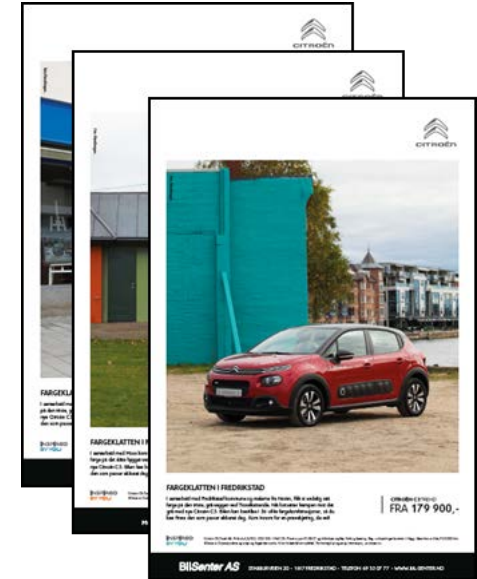
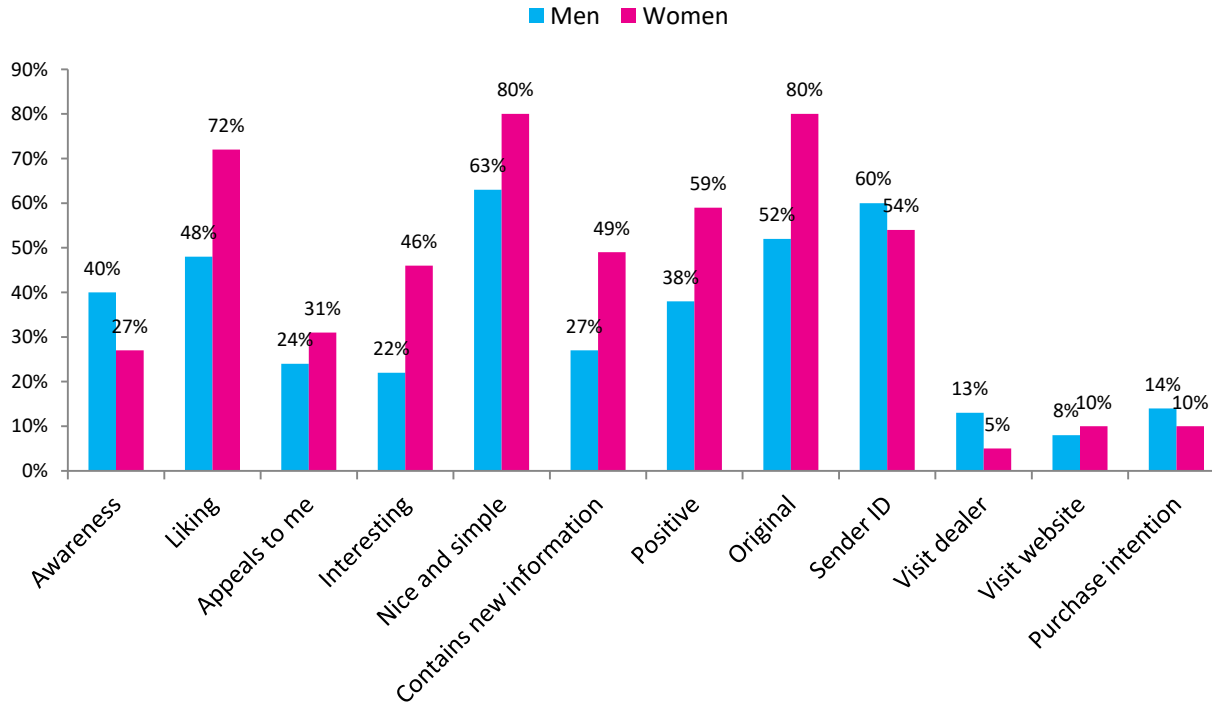
Source: Norstat CATI, 12/10/2017. Sample size: 300 subscribers who have read the paper
Benchmark: RAM Amedia, car ads, full page. Number of references: 50

Campaign test print

Gender

40% awareness among men. However, the campaign scores far better among women for originality, information, and positive toward the advertiser.

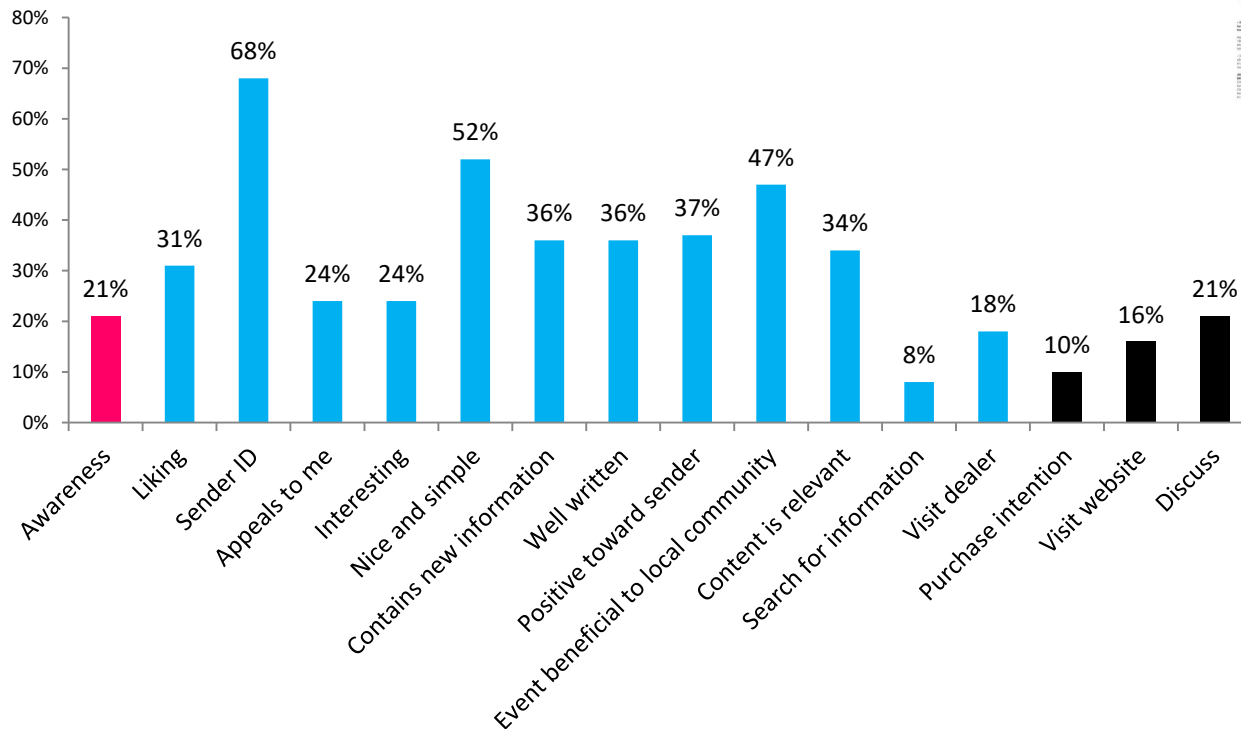
But there is a **higher purchase intention among men.**



Source: Norstat CATI, 12/10/2017. Sample size: 300 subscribers who have read the paper

Campaign test content marketing

Total



The content marketing differs from the print ads in some parameters. Awareness is lower than for the full page ads, but the **action-triggering parameters score highly**. This means the content has had a positive effect on those who chose to read the material.

47% of the responders stated that the event is **beneficial to the local community**.

Source: Norstat. CATI survey, 06/09/2017. Number of answers: 300 subscribers who have read the paper