



Case Study

Product Launch for dairy products client
Israel, December 2005

Introduction

A large Israeli dairy products company selected to incorporate EyeClick displays in its recent launch of a new dairy product targeted at teens and young adults. The campaign featured a full media mix, including a nationwide TV campaign, radio spots, print ads, Internet and out-of-home signage.

The out-of-home signage portion of the campaign entailed large outdoor billboards, digital screens within shopping centers and interactive EyeClick systems. Out of the 25% that the client budgeted towards out-of-home signage, 10% were allocated to the implementation of 10 EyeClick systems in strategic nationwide locations for a 4-week period.

Costs

The client paid \$20,000 per venue for the entire 4-week period, summing the campaign at \$200,000.

Quantitative data

EyeClick displays were placed in the most central malls and movie theatre centers in Israel. The locations within the venues were carefully selected, ensuring that a vast majority of venue visitors would encounter the projection.

Out of a total of 6 million visitors in the selected venues during the 4-week campaign (an average of 600k people per venue monthly / 20k daily):

- 3.9 million encountered EyeClick displays (70% of total).
- 621k interacted with the displays.
- 213k interacted with the system for longer than 15 seconds.
- Of them, average time spent on the surface totaled at 23 seconds.



Findings

A quantitative survey conducted among visitors of the EyeClick venues confirmed the success of the campaign, as all objectives were met. Results are as follows:

- 70% of all visitors encountered EyeClick displays, of them:
 - 65% recalled it as the most memorable ad in the venue.
 - 73% related it to the cross-media advertising campaign.
 - 16% conveyed a more favorable attitude towards the featured brand.
 - When choosing one characteristic to describe EyeClick displays, 61% called it innovative, 27% exciting, 12% ordinary, and none viewed it negatively.
 - On their next visit to the featured venues, 14% would come especially to the EyeClick display area.

Summary

From questionnaires that the client and media company filled upon completion of the product launch campaign, we learned that all of the campaign's goals were met. The client found that following the campaign, attitudes towards the brand were favorable and intent to purchase increased. The client has conveyed intentions to run additional EyeClick campaigns during 2006. The media company representing the client concluded that floor-media is effective in drawing consumers' attention and views EyeClick media as the most innovative and interactive media available today. EyeClick is currently negotiating a long-term agreement with the media company.

About EyeClick

Founded in 2004, EyeClick is a market leader in out-of-home interactive digital media. EyeClick offers attention grabbing interactive solutions that increase brand awareness and drive sales in events & trade shows, retail locations, and public venues where its network is installed. EyeClick is based in Tel Aviv, Israel and has partners in various locations worldwide.

For more information, please contact: info@eyeclick.co.il