



TESTIMONIAL

BUTLER DENTAL

"Showing Off Their GUM"

THE PROBLEM:

Butler GUM, a company that provides dental products (toothbrushes, floss, etc), recently made their first venture into outdoor advertising in an attempt to increase awareness of their products in the competitive dental health care market. Having never used outdoor advertising, Butler GUM wanted to gauge the awareness levels and determine whether or not Outdoor would be an effective component in increasing awareness.

THE PLAN:

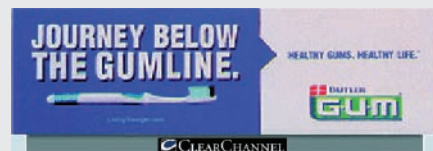
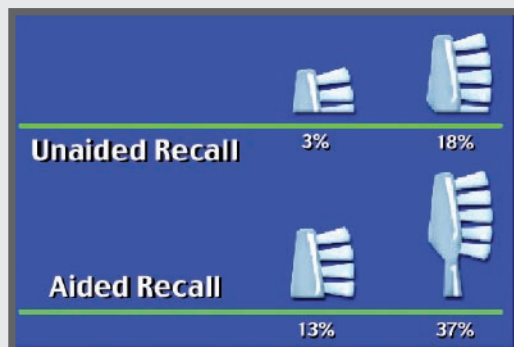
Clear Channel Outdoor and Perception Research Services (PRS) conducted a consumer research program to uncover the effectiveness delivered by Butler Dental's new outdoor advertising campaign. PRS utilized a two-phase study using a "pre" and "post" wave. The purpose of the "pre" wave was to determine the top of the mind and aided awareness of Butler Dental. These results served as a benchmark against the findings of the "post" wave. The "post" wave was conducted 4-6 weeks after the posting of the campaign to allow the target consumer sufficient time to view the 5 bulletins in the Baltimore/Washington area. By comparing the results prior to and after the campaign, PRS was able to quantify the extent to which the Butler Dental outdoor advertising elevated brand awareness. Butler had two types of messages associated with their product. One was promoting a healthy lifestyle while the other concentrated on the product. Testing was done on both campaigns to find out how the consumer felt about each message.

THE RESULTS:

In total, 300 interviews were conducted among Butler's desired target audience. The results were overwhelmingly positive. The posting of the Butler Dental campaign resulted in a dramatic increase in awareness of Butler GUM. On an unaided recall basis, awareness of Butler went from 3% to 18% after only a month of the outdoor campaign. On an aided recall basis, awareness of Butler went from 13% to 37%. Based upon the exposure to the outdoor advertising, consumers perceived Butler products to be equal to or better than those of the competition. A significant level of consumers expressed interest in obtaining more information about Butler products. In summary, the outdoor advertising proved to be effective. The campaign dramatically improved levels of Butler while at the same time proved effective in conveying the desired imagery and impressive levels of purchase consideration. An interesting note about the survey: Several respondents noted seeing the Butler ad in magazines or on television despite the fact that no ads ran on either medium. PRS notes that in other outdoor research studies, participants were not aware that their knowledge of a product or its advertiser had come from outdoor advertising.

CUSTOMER SAID:

According to Elliot Young, Chairman of Perception Research Service, Inc., "The study of the impact of Butler GUM outdoor advertising clearly demonstrates that the combination of effective creative posted on outdoor boards can dramatically build brand awareness, convey desired brand imagery and also stimulate high levels of purchase consideration."



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