



ELON briefed the media research company Ipsos Tambor to evaluate the efficiency of the outdoor media use of ELON Posters. [ELON Technologies](#) is offering an application of ELON Posters for outdoor media campaigns. The research was conducted on the campaign for the well known Czech bank Poštovní spořitelna (Postal bank) where posters were installed on 100 telephone booths (ShowLight) as advertising media.

The target was to evaluate the efficiency of this media using the following criteria:

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- Detection of spontaneous knowledge of the campaign
- Detection of knowledge of campaign based on blind artwork
- Detection of correct allocation of the brand and media according the artwork seen
- Detection of knowledge of campaign based on complete artwork
- Evaluation of positive/negative feedback of the campaign

Quantitative research by Ipsos Tambor on ShowLights

Written by Pavel Beneš

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- Evaluation of positive/negative feedback of the campaign
- Evaluation of positive/negative feedback of new ambient media

Based on 282 respondents from Prague and two minor cities, the respondents aged 14 to 60 gave very satisfactory results. Two waves of data collection were conducted.

The campaign was registered in the first wave (ELON Poster testing) by 35% of respondents. 31% of them recognized the blind artwork. Out of them, the majority clearly recollected the brand (64%) and the tested media (64%).

Compared with that, only 29% registered the paper campaign and only 18% of them recognized the blind artwork, 15% clearly recollected the brand and tested media.

One third of respondents in the first wave spontaneously recognized the brand in the media connected to specific lighting effects. 57% of respondents noted that the advertising is partially lit and animated.

A clear majority of respondents are convinced that ShowLight as a medium attracts their attention much better than usual posters. All measured variables demonstrate that the ShowLight medium is assessed much more positively than the usual CLV. The biggest difference in favor of Showlight is in the attributes "I like this advertising," and "I like how the ad is presented."

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