

Smirnoff

A mobile ad effectiveness case study:
TimeOut London mobile app serves up brand success



Dynamic Logic

A Millward Brown Company

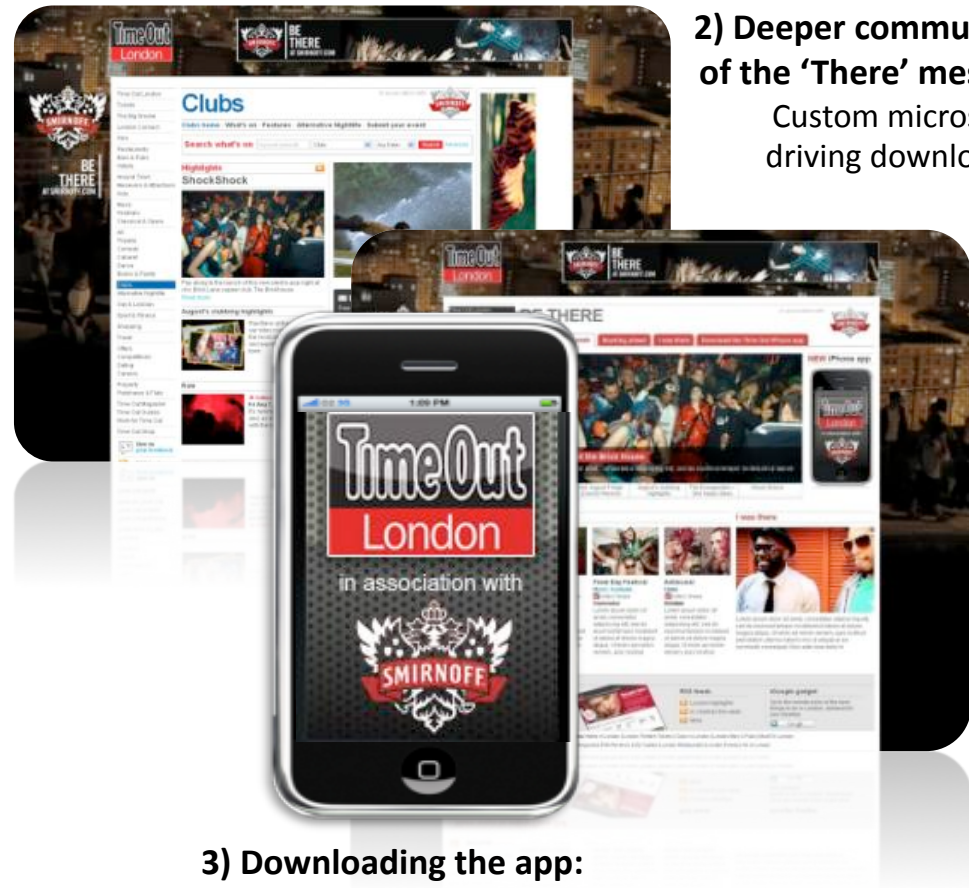


Client Challenge

Smirnoff developed an iPhone app to amplify their "Be There" campaign to the TimeOut audience, helping visitors find amazing experiences and positioning Smirnoff as the key enabler.

Smirnoff aimed to target 18-30 year-olds but more specifically, 18-30 year-old vodka drinkers living in London.

1) Mass awareness:
High-impact branding & driving traffic to microsite



2) Deeper communication of the 'There' messaging:
Custom microsite driving downloads

3) Downloading the app:
Co-branded Smirnoff & TimeOut iPhone application

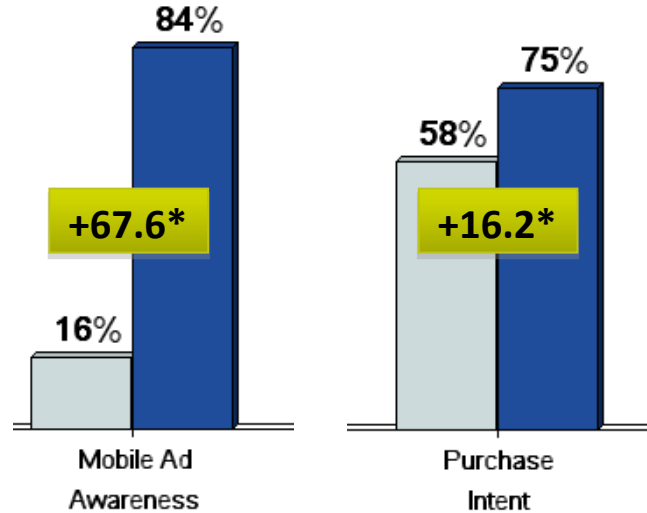
Our Approach

DL used a control/exposed methodology to measure how the iPhone application performed in terms of brand benefit and whether it enhanced perceptions of Smirnoff Vodka, encouraged consumers to choose the brand more often and effectively communicated the “Be There” message.

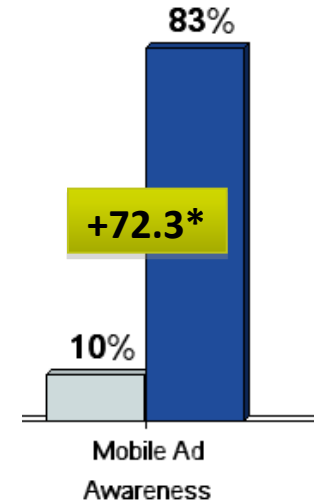
Our Findings

The targeted media worked towards the more specific target segment (18-30 year-old vodka drinkers living in London) with a significant increase in purchase intent and perception that Smirnoff believes in amazing experiences. The application also had a strong impact on the wider target group (18-30 year-olds), 47% of the overall sample, with a significant increase in affinity towards Smirnoff.

Bulls Eye Target: 18-30yr old Vodka Drinkers living in London



Target: 18-30yr olds



*Statistically Significant Increase @ 90%



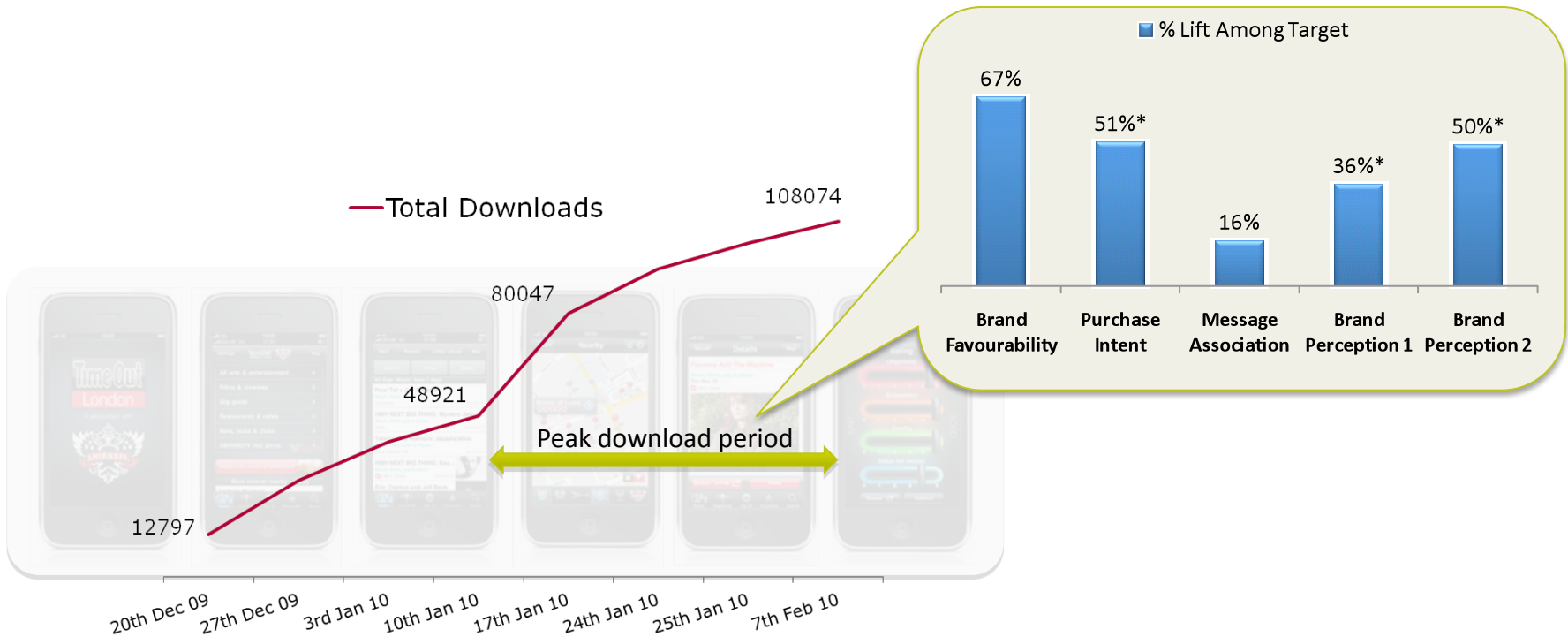
Control (n=68)



Exposed (n=91)

Research Insights

Total downloads of the Smirnoff application during the campaign, which ran from 12/20/09 – 02/07/10, equaled 108,074. The campaign generated a much stronger brand response among the target age group through the last four weeks of the campaign, which was also the peak download period



Business Outcome

The application is a clear success with over 100,000 downloads and an average of 29,000 users a week. There are also good indications that the application lived up to user expectations with well over a third (39%) visiting the application more than once.

“This was a useful piece of research which has encouraged us to continue with the app. It has also given us indications as to how we can further optimise the app going forward. We are continuing with the app and looking at how best to drive various Smirnoff elements within it.”

Jane Bamber, Senior Consumer Planning Manager
Smirnoff, Diageo

