

# Federal Government

**Campaign:** Anti-smoking

**Agency:** UM

**Year:** 2011

**Source:** APN Outdoor

**Objective:** To measure the campaign recall by format across multiple demographics

**Audience:** Total People

**Strategy:** Portrait Sides, Portrait Rears, Interiors

**Results:**

This campaign resonated strongly with:

- People 18 – 24 – 76%
- CBD Worker – 73%
- Income \$76 – \$100k – 73%
- High income earner (\$100k+) 68%

Most effective format – Portrait Sides 57%

