

Hungry Jacks

Campaign: Premium Choices

Agency: Maxus

Year: 2012

Source: APN Outdoor

Objective: To measure the awareness and brand impact of the 'Premium Choices' outdoor campaign and compare it to the same campaign on FTA

Audience: People 18-54

Strategy: Outdoor - Large Format & Transit and FTA TV

Results:

Outdoor in comparison to the FTA component, saw significant positive impact across all brand metrics.

- Prompted Brand Awareness +58%
- Outdoor added 17% Unique Awareness
- 61% purchase intention of 'Premium Choices Range'

