

Cornetto

Campaign: Choc Obsession

Agency: Mindshare

Year: 2011

Source: APN Outdoor

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

Audience: Total People

Strategy: Showcase & Portrait Sides

Results:

This campaign resonated strongly with:

- People 25 – 29 38%
- People 18 – 24 36%
- CBD Workers 34%
- Medium income earner 32%

Most effective format – Portrait side 27%

