

Cornetto

Campaign: Enigma

Agency: Mindshare

Year: 2012

Source: APN Outdoor

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

Audience: Total People

Strategy: Large format, Digital, Portrait Sides & Fullbacks

Results:

This campaign resonated strongly with:

- Low income earners (\$25-50K) 45%
- CBD Worker 44%
- People 18-24 44%
- People 30-39 42%

Most effective format – Portrait Sides 28%

