



About the campaign

What is Look Up?

Look Up is a bid to engage people in an action that neuroscience research tell us has a significant positive impact on the way we think and interact with the world around us.

The campaign was run in three phases: Phases One and Two in January and September 2019, and Phase Three in January 2020.

Each phase was followed by a survey to assess RECALL, TALKABILITY and CHANGE OF BEHAVIOUR.

This is what we found.

Out of Home builds RECALL

52%

Uplift in the number of people who recalled *Look Up* from Phase One (33%*) to Phase Three (50%**).



Out of Home increases TALKABILITY

63%

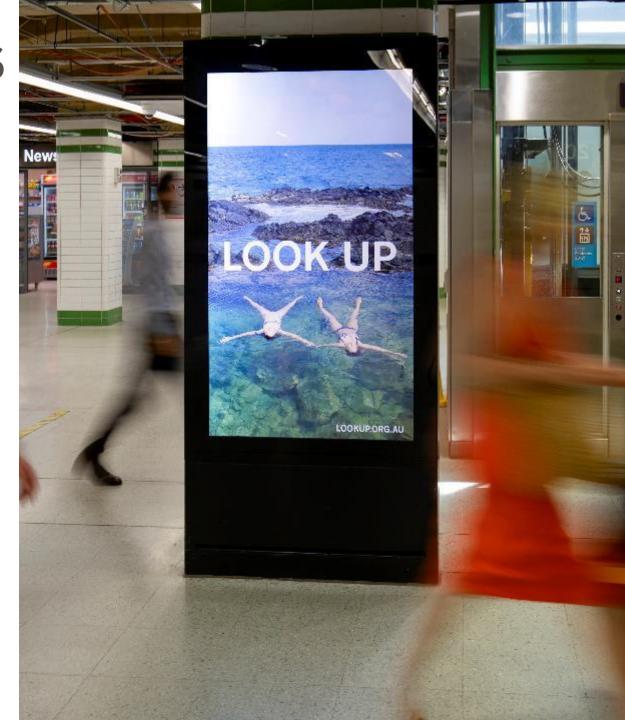
Uplift in the number of people who talked about *Look Up* with friends or family from Phase One (30%*) to Phase Three (49%**).^



Out of Home CHANGES BEHAVIOUR over time

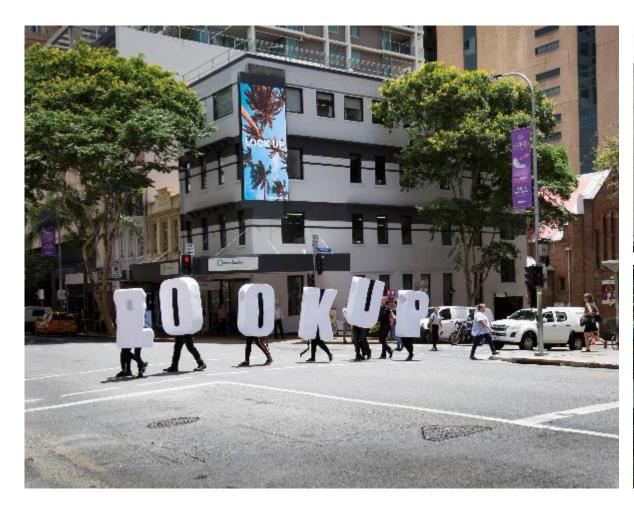
40%

Uplift in the number of people who said they're trying to *Look Up* more from Phase One (50%*) to Phase Three (70%**).^



Out of Home, always on, excellent for long-term BRAND BUILDING













More research and insights may be found at Anatomy of Out of Home