

PHASE ONE



1 OUT OF 3

People surveyed remembered the campaign



50%

Said they were trying to Look Up more



30%

Said they talked about Look Up to friends or family

**Look Up
for your
brain,
Look Up
for your
brands**

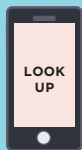
2,251

downloads
"The Art & Science
of Looking Up"



1,000

lookup.org.au
visits per day



x10↑

in paid and organic
search for 'Look Up'



PHASE TWO



1 OUT OF 2*

People surveyed remembered the campaign (*45%)



67%

Said they were trying to Look Up more



48%

Said they talked about Look Up to friends or family

* Dynata Adhoc surveys:
Phase One February 2019, n=2,003;
Phase Two September 2019, n=1,199.