

'Advertising locomotive' awareness, 2016

SBB Advertising
June 2016



blue eyes marketing gmbh
Weystrasse 26
CH-6006 Luzern

Client:	SBB Advertising Project manager: Sandra Liechti	
Research design:	blue eyes marketing gmbh, Lucerne	
Project management:	Markus Britschgi & Deborah von Wyl	
Methodology:	Ad hoc study, online survey using a semi-structured questionnaire Two-stage procedure with pre-test (unprompted questions). Respondents were then sent material of 17 advertising locomotives with the request to pay greater attention to advertising locomotives in the month of June. Post-test with the same respondents as for the pre-test (prompted questions)	
Survey period:	Pre-test	2 – 20 May 2016
	Post-test	6 – 20 June 2016

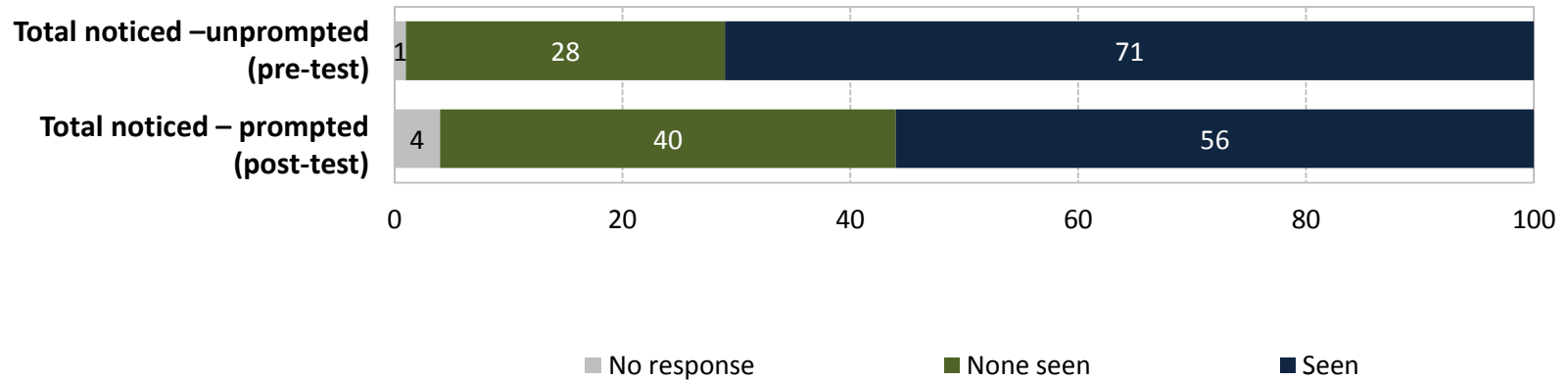
Sample:	Pre-test	2,400 interviews
	Post-test	1,941 interviews
Survey target group:	Population aged 15 – 74 years within these towns/cities: Aarau Baden Basel Bellinzona Bern Biel Brig Brugg Chiasso Chur Fribourg Geneva Interlaken Lausanne Locarno Lugano Lucerne Mendrisio Neuchâtel Olten Schaffhausen Sion St. Gallen Thun Visp Wil Winterthur Zug Zurich (800 districts according to BFS definition)	
Universe:	3,430,000 people	
Representativity:	Both studies are representative in terms of characteristics, gender, age and WEMF regions.	
Confidence interval:	Pre-test	maximum +- 2.04%
	Post-test	maximum +- 2.27%

Awareness of advertising locomotives (total seen as %)

Q1 Pre-test: Have you seen an advertising locomotive before?

Post-test: Have you seen an advertising locomotive in the last month (June)?

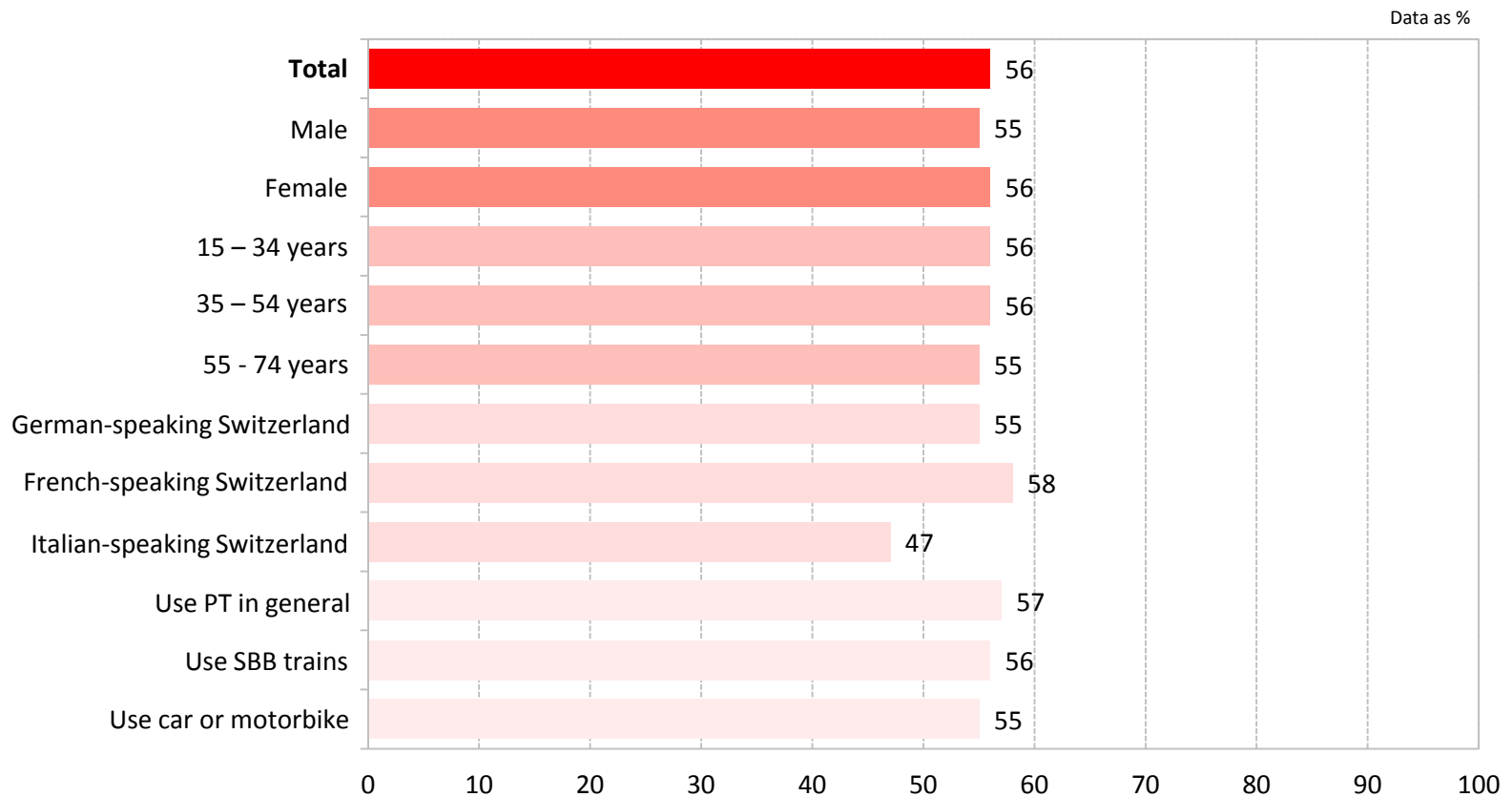
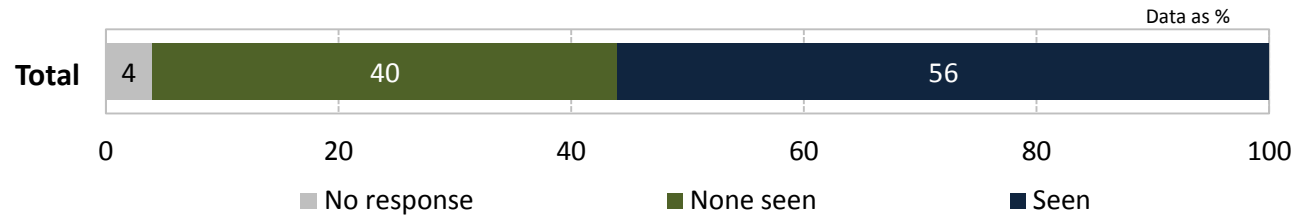
Data as %



Awareness of advertising locomotives (total seen as %)

Q1 Have you seen an advertising locomotive in the last month, irrespective of whether or not you were travelling by train at the time?

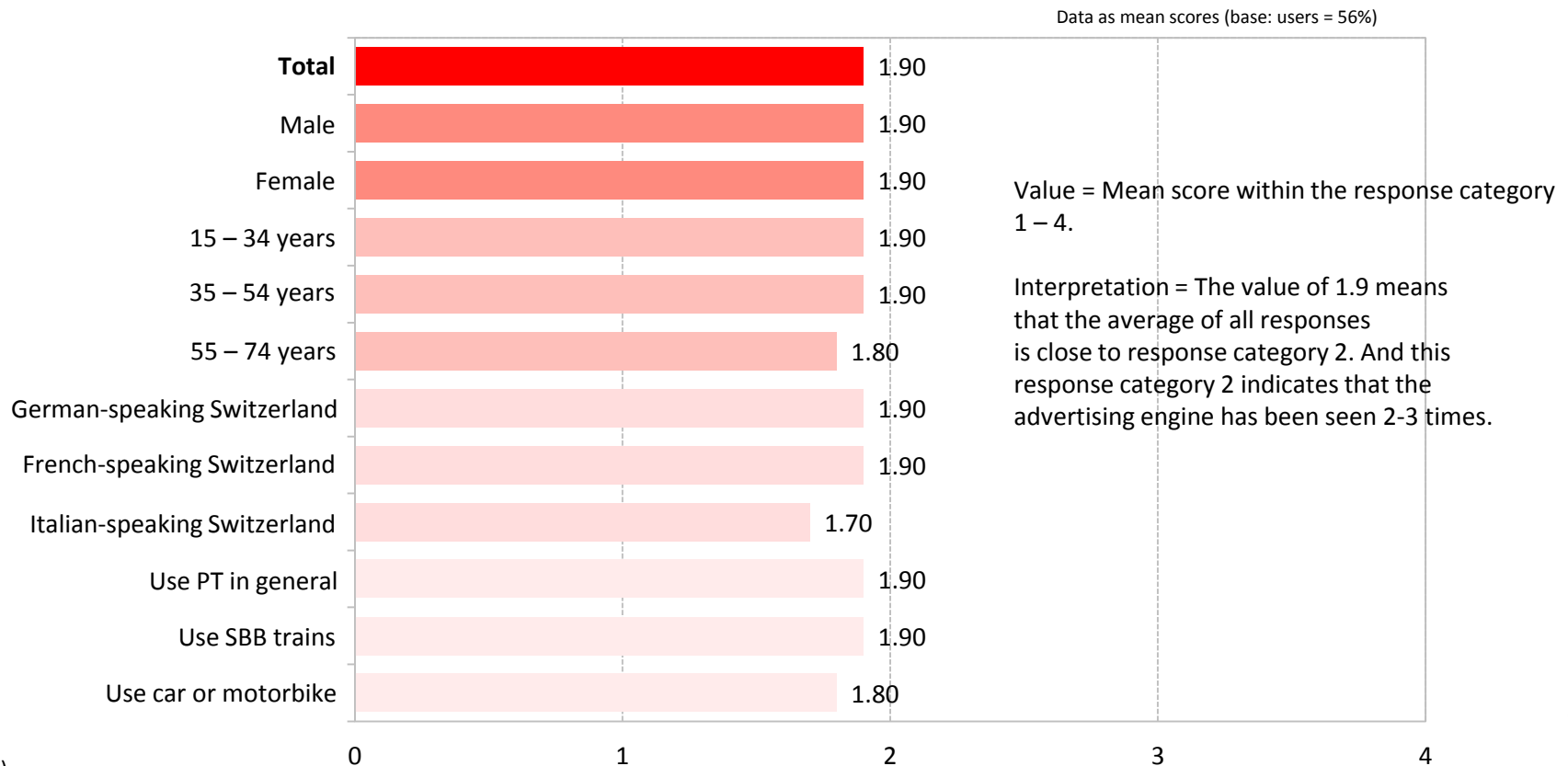
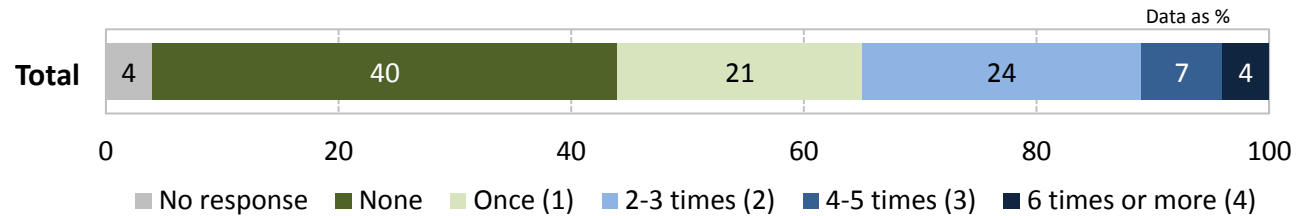
Post-test



Awareness of advertising locomotives (number of sightings)

Q1 How often have you seen an advertising locomotive in the last month, irrespective of whether or not you were travelling by train at the time?

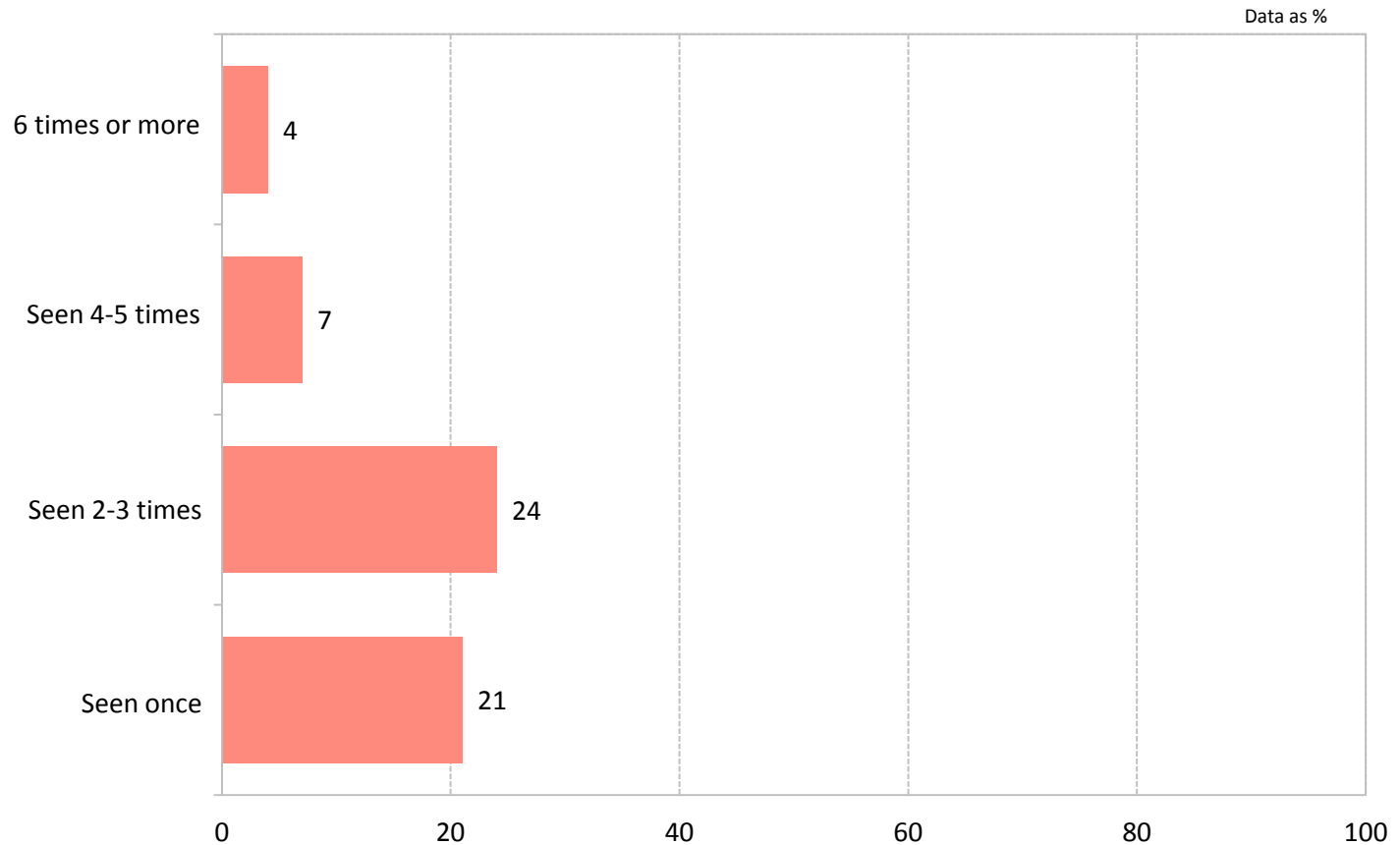
Post-test



Awareness of advertising locomotives (number of sightings)

Q1 How often have you seen an advertising locomotive in the last month, irrespective of whether or not you were travelling by train at the time?

Post-test



Extrapolation for awareness of advertising locomotives (post-test)

Q1 How often have you seen an advertising locomotive in the last month, irrespective of whether or not you were travelling by train at the time?

Extrapolation for SBB advertising locomotive total reach for the month of June 2016

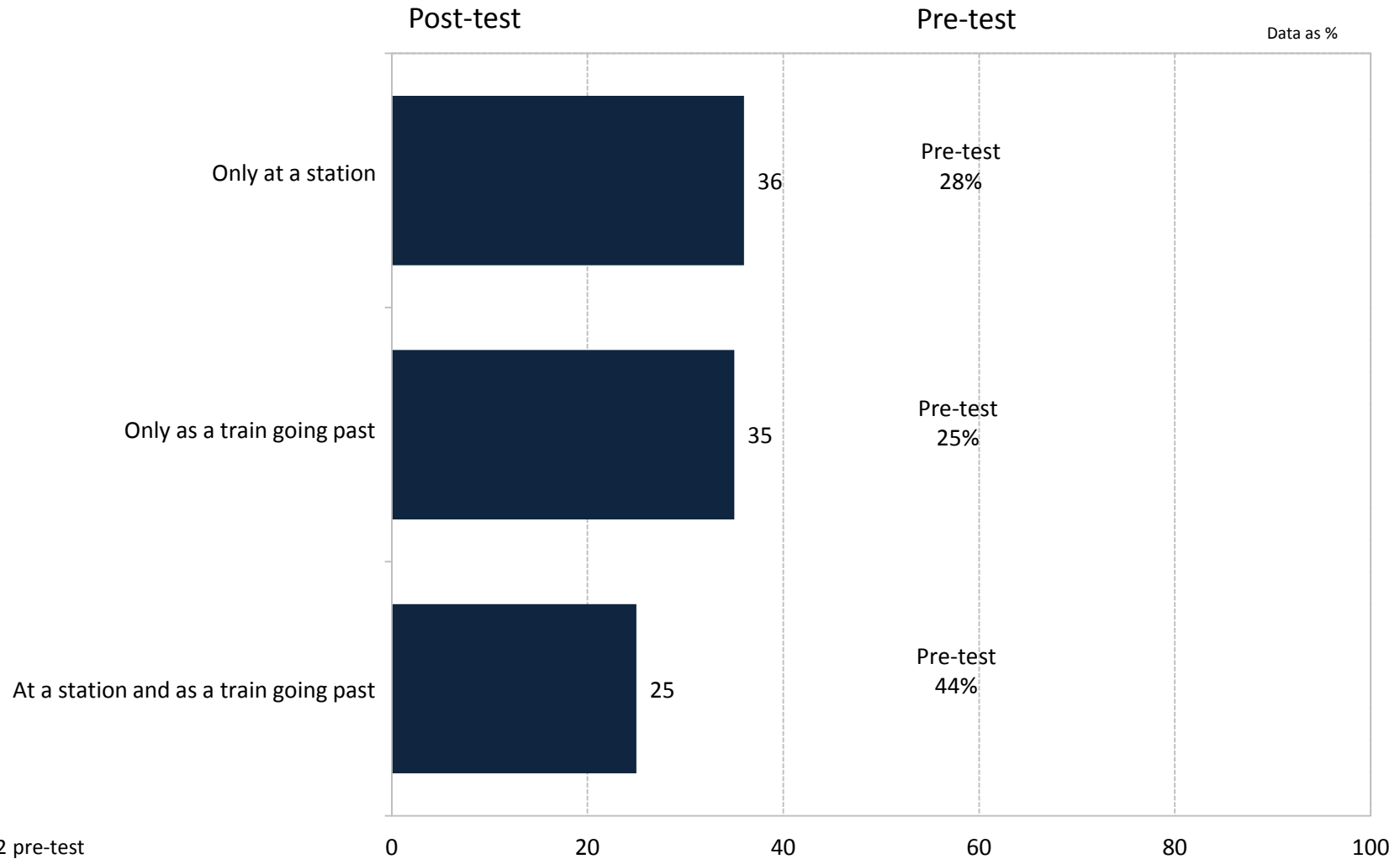
Population universe for ages 15 – 74 years: 3,430,000 people

Total advertising locomotives seen: 56% = 1,920,800 people

Number seen	Seen as %	% structure (56% = base 100%)	Absolute structure	Factor	Absolute extrapolation
Seen 6 times	4%	7.14%	137'200	x 6	823,200
Seen 4-5 times	7%	12.50%	240'100	x 4.5	1,080,450
Seen 2-3 times	24%	42.86%	823'200	x 2.5	2,058,000
Seen once	21%	37.50%	720'300	x 1	720,300
Total contacts for advertising locomotives in the month of June in absolute figures					4,681,950
Average awareness of an advertising locomotive in the month of June					2.4

Where seen

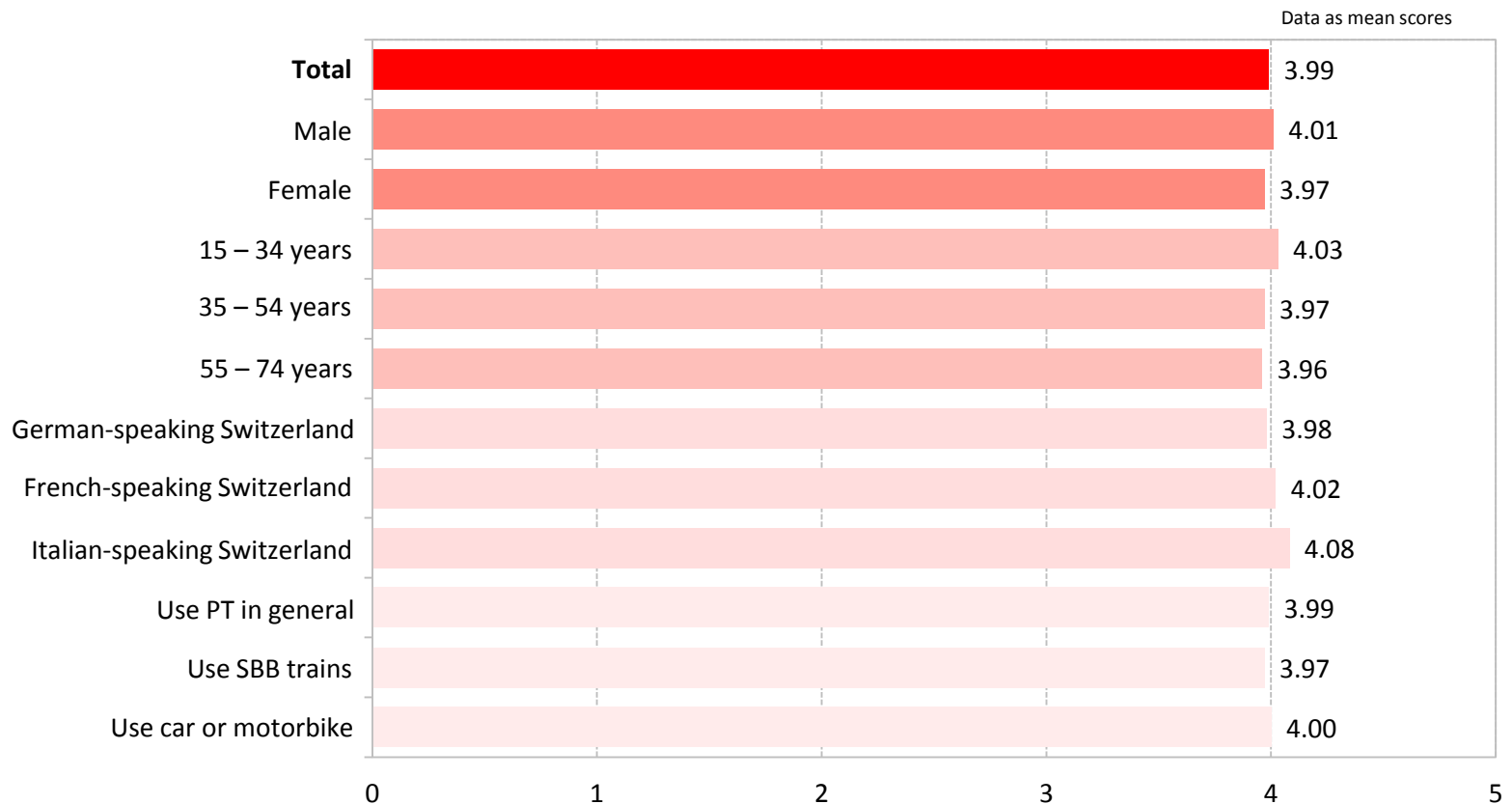
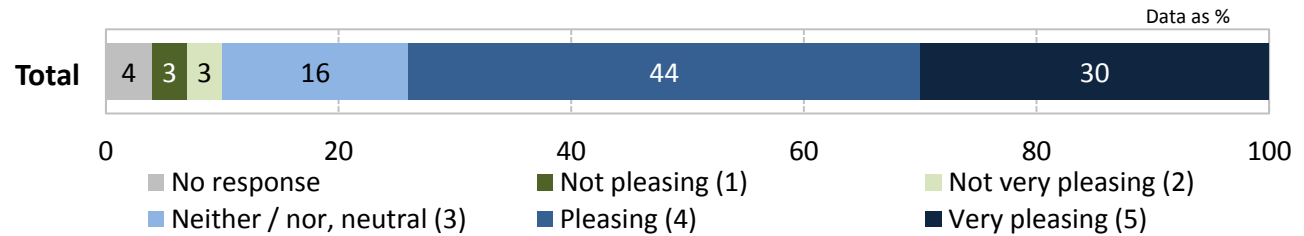
Q2 Where did you see these advertising locomotives?



Data as %

Liking of advertising locomotives

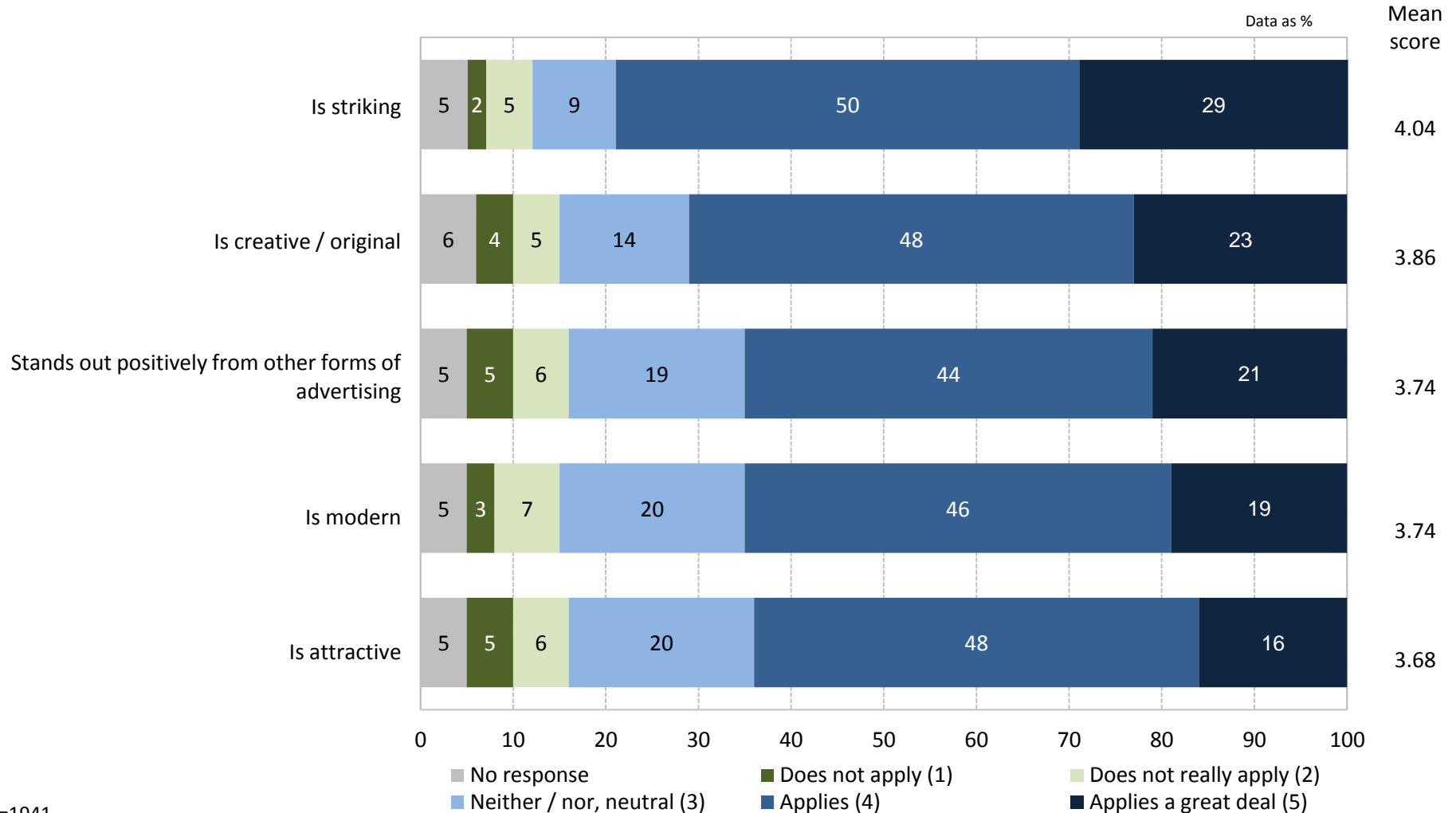
Q3 How pleasing do you basically find the idea of locomotives being used as advertising media?



Advertising impact of advertising locomotive

1/2

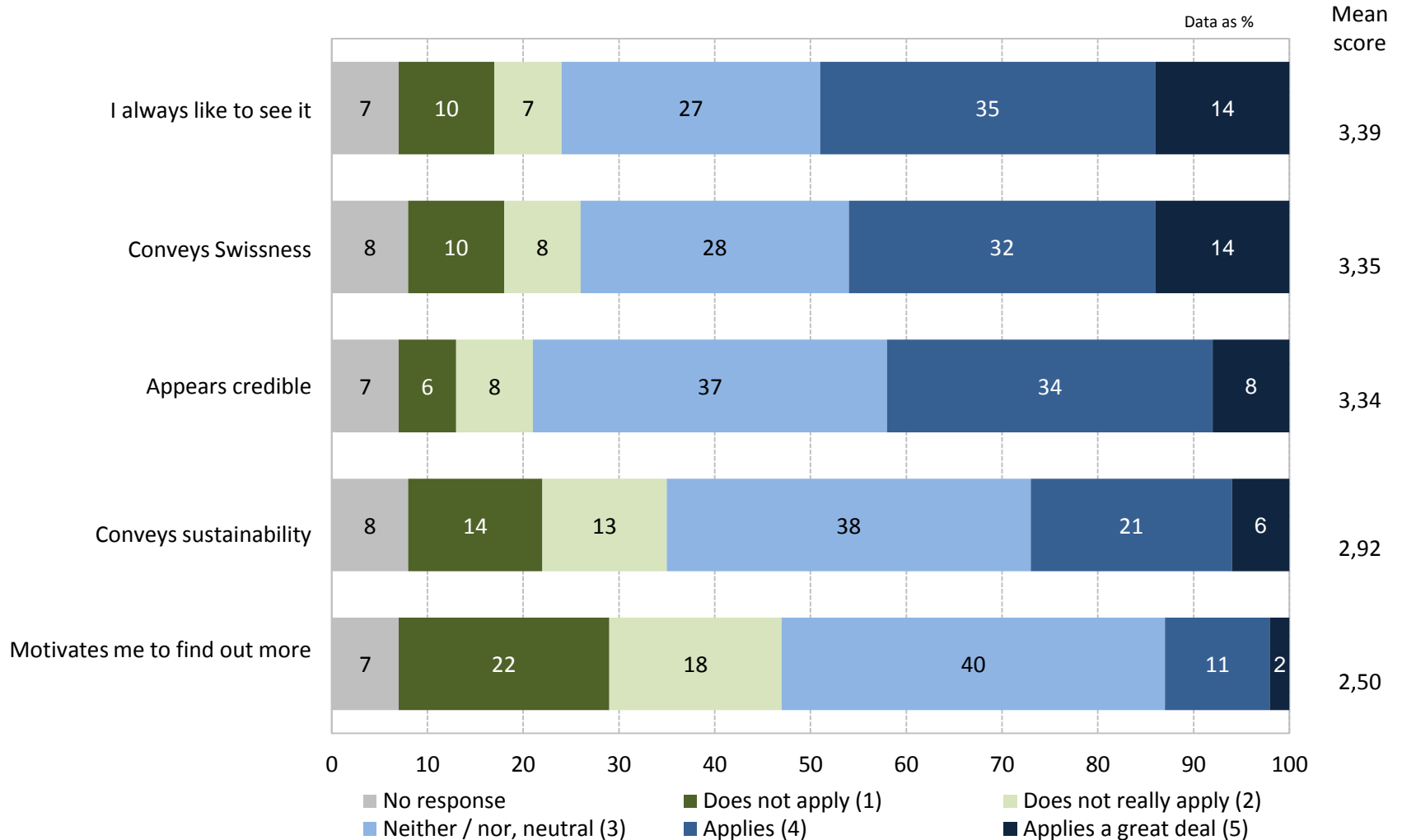
Q4 To what extent do the following statements essentially apply to advertising on locomotives?



Advertising impact of advertising locomotive

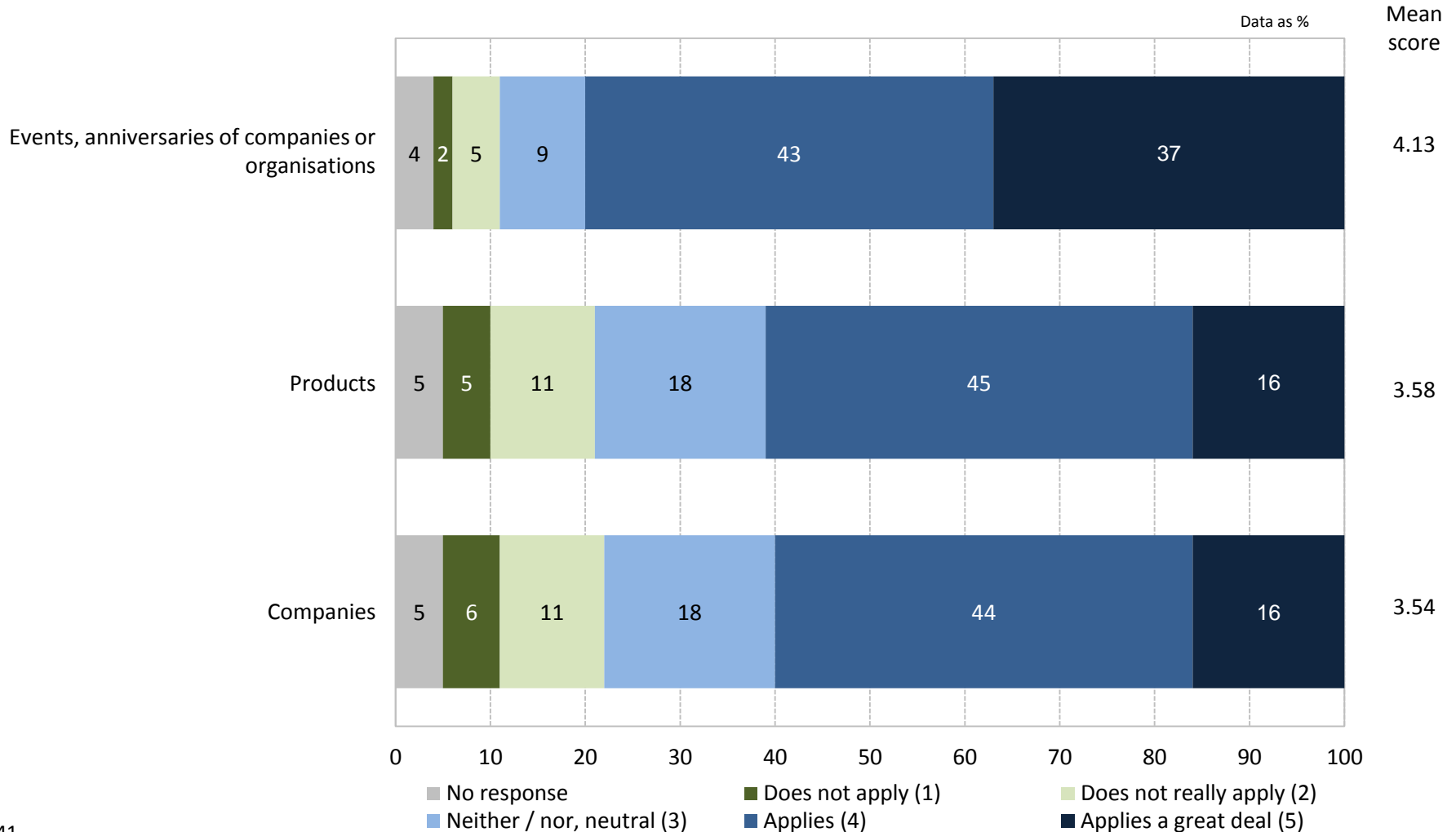
2/2

Q4 To what extent do the following statements essentially apply to advertising on locomotives?



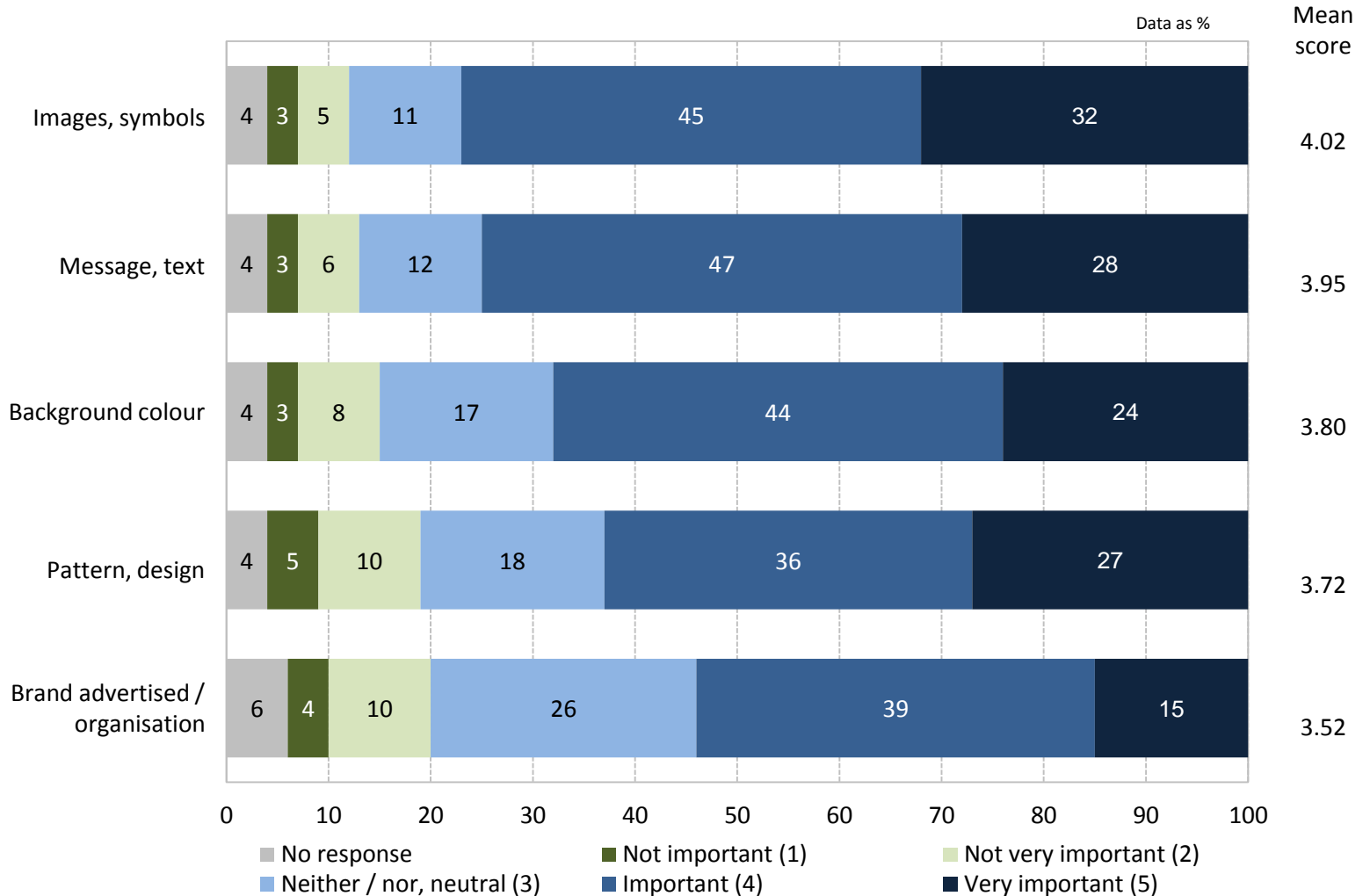
Advertising purpose of advertising locomotive

Q5 How suitable are advertising locomotives in conveying the following kinds of messages/advertising?



Features noticed on advertising locomotives

Q6 How important do you think the following features are in making you notice an advertising locomotive or for it to stand out?



Conclusion



blue eyes marketing gmbh
Weystrasse 26
CH-6006 Luzern