

Case Study – Titan Outdoor

TITAN

As the fastest growing Out of Home media company in the world, Titan Outdoor has an impressive pedigree providing media solutions to some of the UK's biggest household names. Titan believes that research and accountability is fundamental to their business. Their Insight department is dedicated to pioneering research projects that increase understanding of Outdoor and really make a difference in the Media industry.

Titan Outdoor has a firm commitment to identifying key partners who can assist in the quest for knowledge and help to build insight that goes beyond the boundaries of current research to offer true value to Titan and its clients. Partnering with selected research agencies, Titan creates bespoke research projects to prove just how effective Titan's advertising solutions can be.



One of Titan's clients, a major food brand, had commissioned a series of campaigns across the rail network and needed to measure penetration and awareness. Titan also sought to assess consumer awareness of its own brand in this space and so the OmNow mobile survey was designed to serve these objectives. Respondent profiles included regular users of the rail network and less frequent travellers, allowing Titan the ability to more accurately quantify exposure to the campaign and familiarity with Titan as a provider of outdoor media space. Using a variety of questions types, including pre-coded (both single choice and multi-choice) and open questions as well as intelligent routing based on the respondents answers, survey content was relevant to all respondents at all times. Mobile surveys offer a variety of routing and response options making the survey framework and mechanics very similar to those of online surveys.

Joe Hall, Head of Insight at Titan Outdoor said

“ We saw a benefit to choosing SMS research for a project that had a very tight turnaround and where we were lacking some crucial research findings only two days before our deadline. This didn't allow us the usual window for completing a traditional quantitative study and so SMS made perfect sense, not to mention being a far more cost-effective option. The speed of deployment and turnaround of results using the OmNow service was staggering and provided us with the perfect solution to obtain a UK nationally representative snapshot at the 11th hour. OmNow delivers great value for money with outstanding service and turnaround, so we'll definitely be engaging their services to complement our existing research techniques. ”

To find out more about OmNow and how it can deliver instant feedback to your research requirements, please visit www.omnow.co.uk or text **OmNow** to 85001.