

DOOH MEDIA RESEARCH  
CAHNNEL MALL  
Costa Coffee



CAMPAIGN  
BACKGROUND



# CAMPAIGN OVERVIEW

**CPM** : £8.74

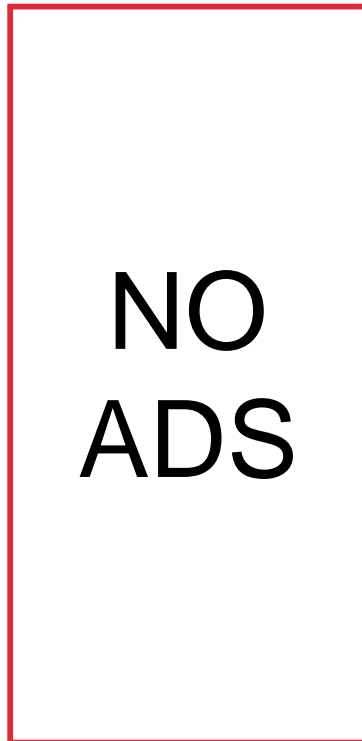
**Channel** : Westfield Stratford

**Booking** : 15% SOT

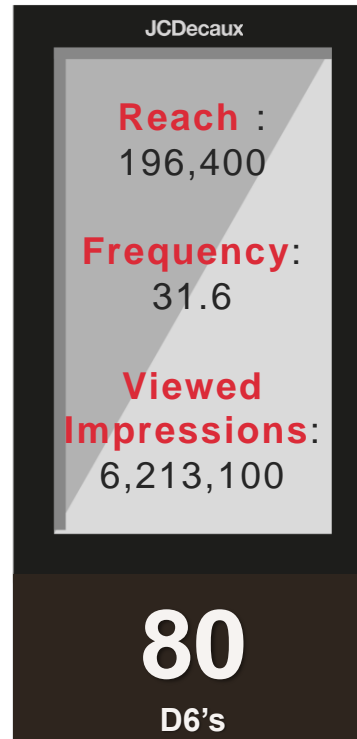


# CAMPAIGN DELIVERY

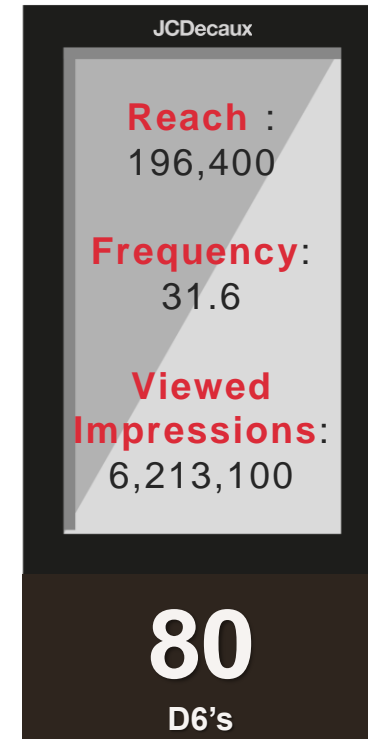
PRE



BRANDING



CONTEXTUAL



# CREATIVE PLAYOUT

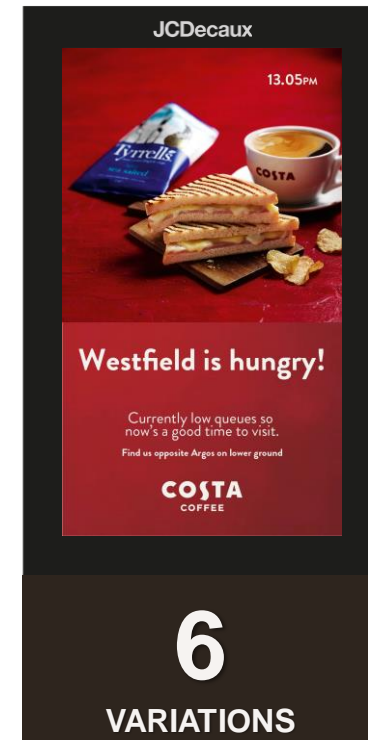
PRE



BRANDING



CONTEXTUAL



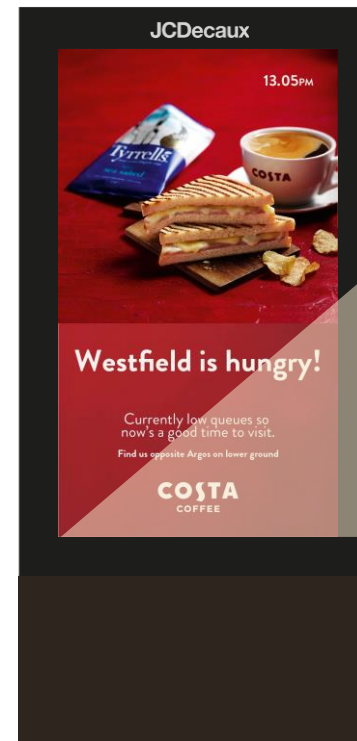
# CREATIVE ANALYSIS

## BRANDING



- Primarily a branding message
- Focusing on core product line
- Emphasis on quality of product

## CONTEXTUAL



- Time of day included
- Product offering contextual to time of day
- Locational specific callout





JCDecaux



2.09PM

# Westfield is hungry!

Come and enjoy a break with  
the Nation's Favourite coffee shop.

Find us next to John Lewis  
on the first floor

**COSTA**  
COFFEE

RIVER ISLAND

next

1  
FIRST FLOOR

- M&S  
M&S Food
- World Book Court  
Casino / Cinema / Bowling  
Restaurants

Indo's



GAP

JCDecaux

2.14PM



**Westfield is hungry!**

Lunch for just £4.95.  
Drink + Main + Snack  
The choice is yours!  
Find us next to John Lewis  
on the first floor

**COSTA**  
COFFEE







JCDecaux

2.17PM



**Westfield  
is hungry!**

Come and enjoy a break with  
the Nation's Favourite coffee shop.

Find us next to John Lewis  
on the first floor

**COSTA**  
COFFEE



THROUGH TO M&S

JCDecaux



2.22PM

## Westfield is hungry!

Come and enjoy a break with  
the Nation's Favourite coffee shop.

Find us next to John Lewis  
on the first floor

**COSTA**  
COFFEE

EDONIA

NYX

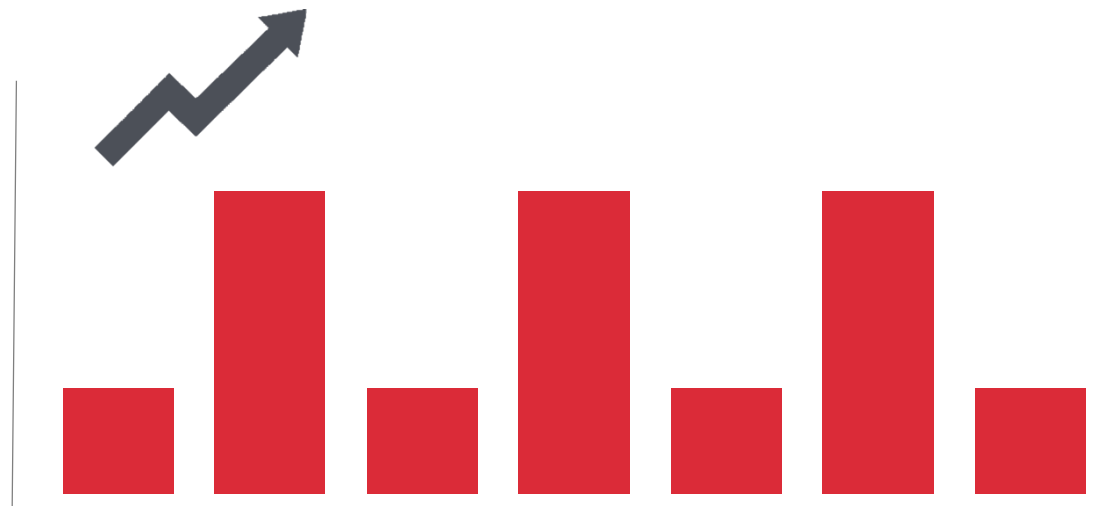
LUSH

colette  
by colette haym

EGGS

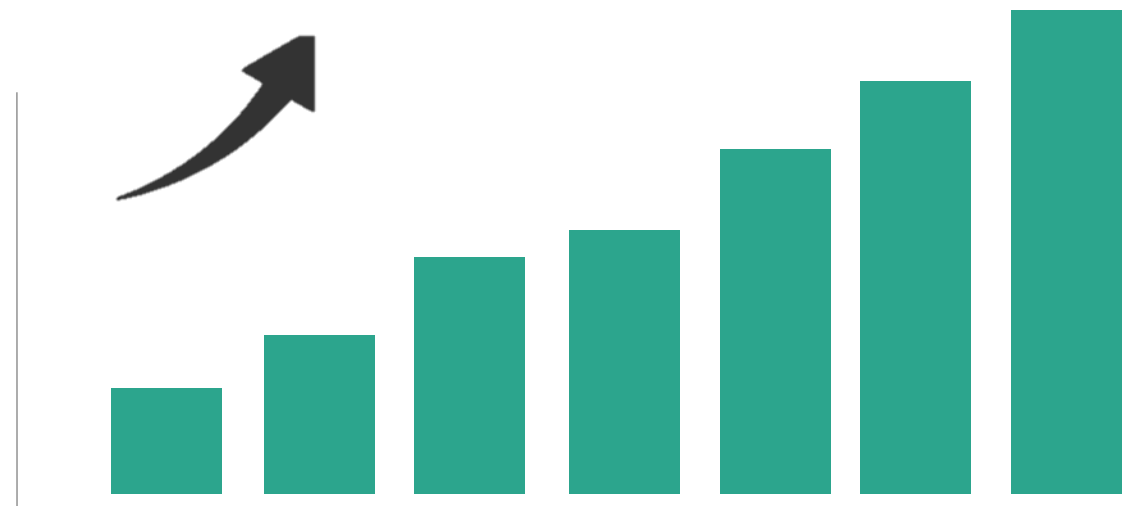
# TWO WAYS OF MARKETING

## SALES ACTIVATION



**SHORT TERM** sales uplifts

## BRAND BUILDING



**LONG TERM** sales growth



# OOH BUILDS BRAND & DRIVES ACTION

**SALES ACTIVATION**

**BRAND BUILDING**

Influence

Inform

Target

Fame

Emotion

Reach

# A LOOK BACK AT PREVIOUS LEARNINGS...




OCS tells us consumers are interested in many forms of dynamic advertising

**Location**

**74%** 

**Time of Day**

**61%** 



## Methodology

2 Videos Created = Test vs Control

Total sample = 562

6 Brands = Test & Control used same Brands & Poster Locations

4 of 6 brand creatives dynamic in test video

Fieldwork 15<sup>th</sup> - 23<sup>rd</sup> December = Christmas, Cold, Dark

Night Time 2 minute video

Online Research by Real Eyes

# VIRTUOCITY RESULTS SUMMARY



Measure	Dynamic Difference
Spontaneous Recall	+18%
Prompted Recall	+12%
Message Recall	+53%
Memorability Driver “Relevant Messaging”	+173%
Average Creative Score	+12%
Would Recommend/Talk About It	+9%
More Likely To Consider Buying Brand	+10%



RESEARCH  
APPROACH



# METHODOLOGY

**Method** : Pre to Post (Wave 1 & Wave 2)

**Wave 1** : Standard Branding

**Wave 2** : Reactive Contextual Dynamic (Cloud & Compass)

**Respondents** : 375 (125 per group)

**Sample** : Visitors to Westfield Stratford Mall

**Survey** : Face to face interviews



# STORE LOCATION & INTERVIEW LOCATION (proposed & actual)

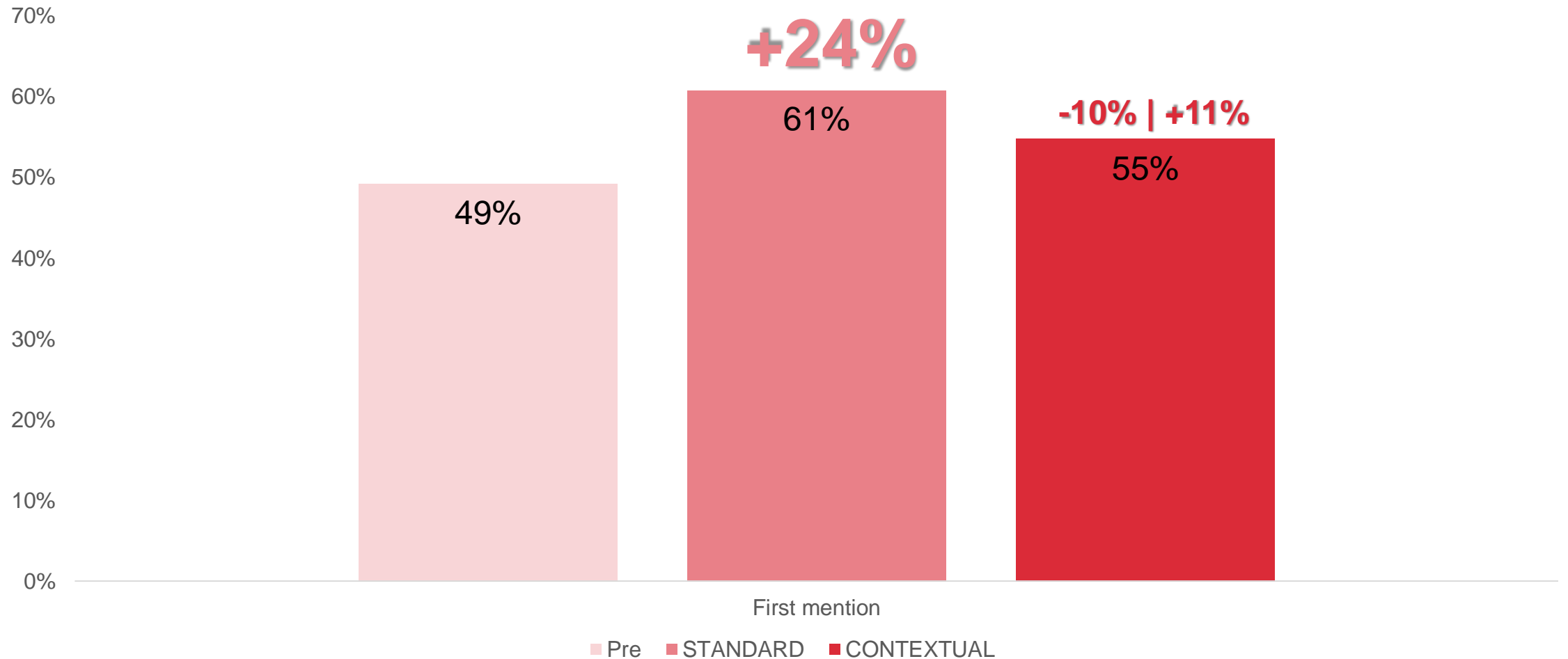




RESEARCH  
RESULTS



# BRAND AWARENESS

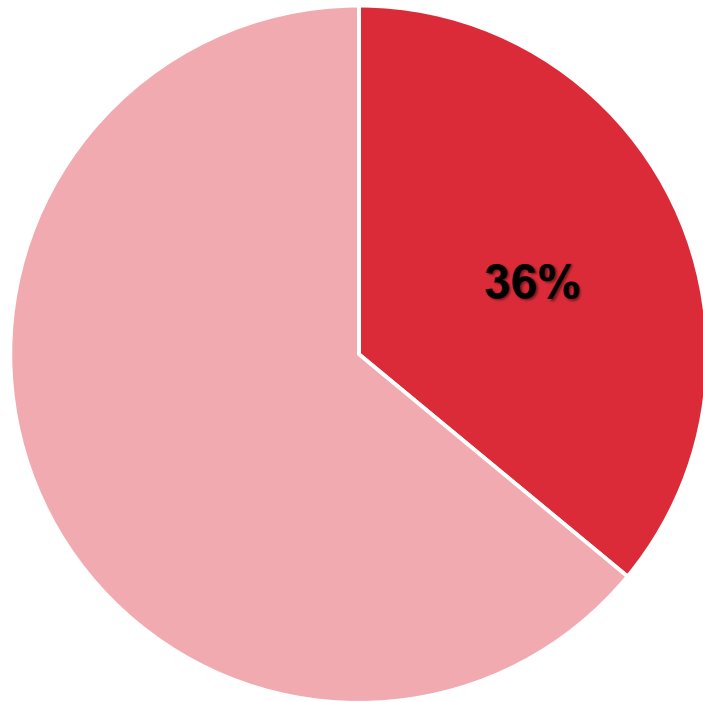


Source: ABA Research (total sample 375)

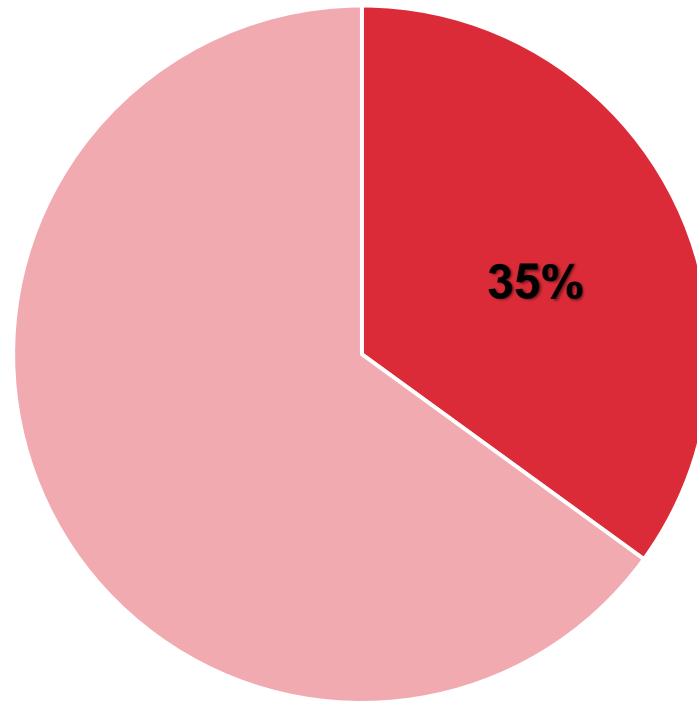
Q: 'What coffee shops are you aware of/come to mind? Please list up to 6.'

# COSTA ADVOCATS OF OOH

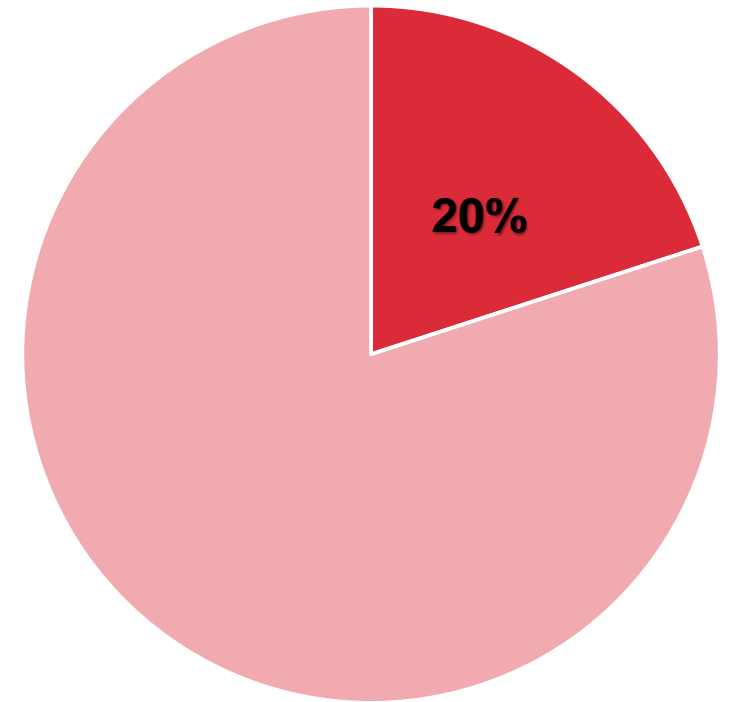
2016



2017



2018



■ OOH media spend ■ All other media spend

■ OOH media spend ■ All other media spend

■ OOH media spend ■ All other media spend

Source: Ebiquity (average spend of around £1.5m annually on OOH medium)

JCDecaux

We've had  
5,000 sips before  
you've had one.

We taste-test thousands of coffees a year  
to ensure every cup you drink is perfect.



**COSTA**  
COFFEE

Campaign date: 11/03/2019 – 07/04/2019

Environment: LDN (Digital 6's)

Booking: proximity to store

Viewed Impressions: 8.7M



This'll make  
you a morning  
person.



**COSTA**  
COFFEE

JCDecaux

↗ Trains to London Airport ✈️  
Escalator

Campaign date: 11/03/2019 – 07/04/2019  
Environment: RAIL (Digital 6's)  
Booking: proximity to store  
Viewed Impressions: ~ 34M



We've had  
5,000 sips before  
you've had one.

We taste-test thousands of coffees a year  
to ensure every cup you drink is perfect.

**COSTA**  
COFFEE

JCDecaux

Campaign date: 11/03/2019 – 07/04/2019  
Environment: LDN DRIVE & TVZ  
Booking: commuter hours on TVZ  
Viewed Impressions: 18M



We've had  
5,000 sips before  
you've had one.

We taste-test thousands of coffees a year  
to ensure every cup you drink is perfect.

**COSTA**  
COFFEE



JCDecaux

Help point

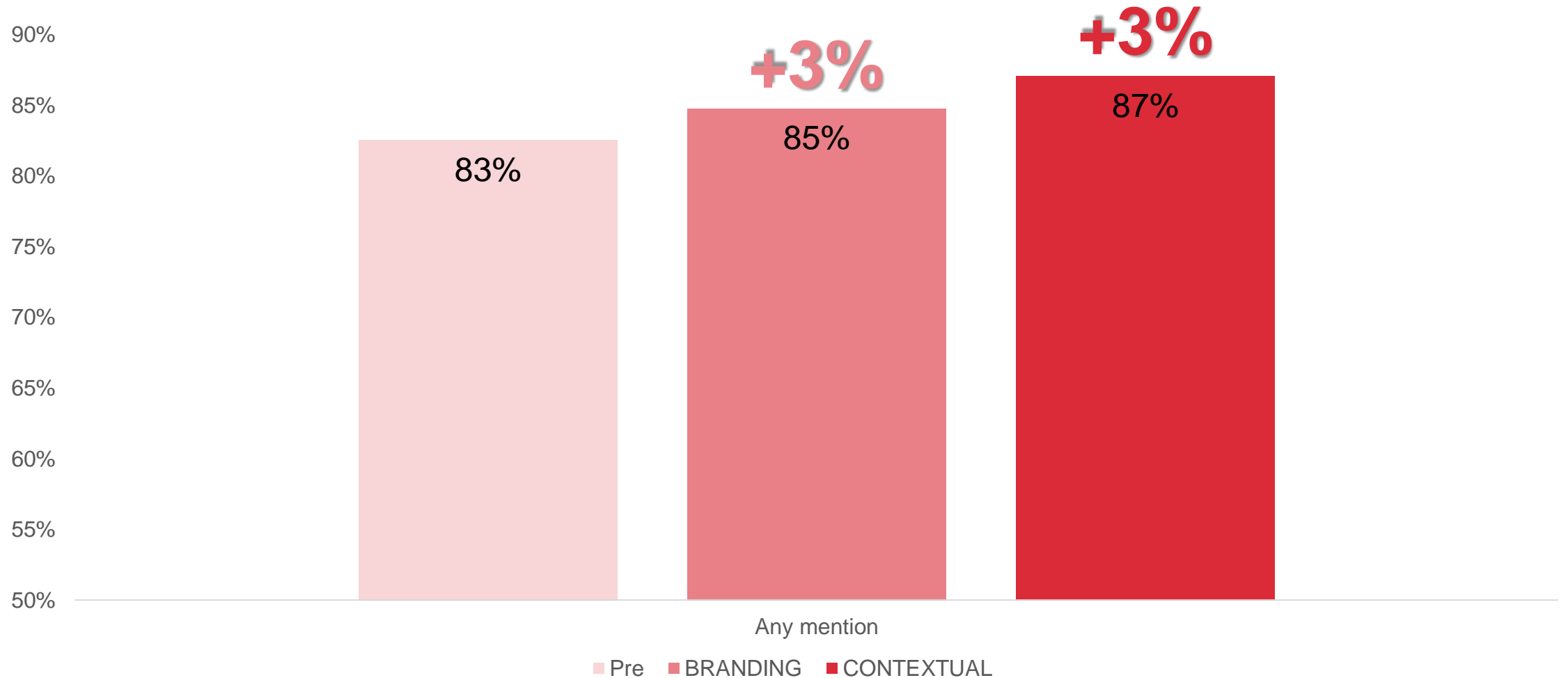
08:30 Luton 2 Expected at 08:35  
Calling at: City Thameslink, Farringdon, London St Pancras, Kentish Town, West Hampstead, Tottenham Court Road, Euston, King's Cross, Moorgate, St. Pancras International, Victoria, Westminster, London Victoria, London Victoria (Platform 1), London Victoria (Platform 2), London Victoria (Platform 3), London Victoria (Platform 4), London Victoria (Platform 5), London Victoria (Platform 6), London Victoria (Platform 7), London Victoria (Platform 8), London Victoria (Platform 9), London Victoria (Platform 10), London Victoria (Platform 11), London Victoria (Platform 12), London Victoria (Platform 13), London Victoria (Platform 14), London Victoria (Platform 15), London Victoria (Platform 16), London Victoria (Platform 17), London Victoria (Platform 18), London Victoria (Platform 19), London Victoria (Platform 20), London Victoria (Platform 21), London Victoria (Platform 22), London Victoria (Platform 23), London Victoria (Platform 24), London Victoria (Platform 25), London Victoria (Platform 26), London Victoria (Platform 27), London Victoria (Platform 28), London Victoria (Platform 29), London Victoria (Platform 30), London Victoria (Platform 31), London Victoria (Platform 32), London Victoria (Platform 33), London Victoria (Platform 34), London Victoria (Platform 35), London Victoria (Platform 36), London Victoria (Platform 37), London Victoria (Platform 38), London Victoria (Platform 39), London Victoria (Platform 40), London Victoria (Platform 41), London Victoria (Platform 42), London Victoria (Platform 43), London Victoria (Platform 44), London Victoria (Platform 45), London Victoria (Platform 46), London Victoria (Platform 47), London Victoria (Platform 48), London Victoria (Platform 49), London Victoria (Platform 50), London Victoria (Platform 51), London Victoria (Platform 52), London Victoria (Platform 53), London Victoria (Platform 54), London Victoria (Platform 55), London Victoria (Platform 56), London Victoria (Platform 57), London Victoria (Platform 58), London Victoria (Platform 59), London Victoria (Platform 60), London Victoria (Platform 61), London Victoria (Platform 62), London Victoria (Platform 63), London Victoria (Platform 64), London Victoria (Platform 65), London Victoria (Platform 66), London Victoria (Platform 67), London Victoria (Platform 68), London Victoria (Platform 69), London Victoria (Platform 70), London Victoria (Platform 71), London Victoria (Platform 72), London Victoria (Platform 73), London Victoria (Platform 74), London Victoria (Platform 75), London Victoria (Platform 76), London Victoria (Platform 77), London Victoria (Platform 78), London Victoria (Platform 79), London Victoria (Platform 80), London Victoria (Platform 81), London Victoria (Platform 82), London Victoria (Platform 83), London Victoria (Platform 84), London Victoria (Platform 85), London Victoria (Platform 86), London Victoria (Platform 87), London Victoria (Platform 88), London Victoria (Platform 89), London Victoria (Platform 90), London Victoria (Platform 91), London Victoria (Platform 92), London Victoria (Platform 93), London Victoria (Platform 94), London Victoria (Platform 95), London Victoria (Platform 96), London Victoria (Platform 97), London Victoria (Platform 98), London Victoria (Platform 99), London Victoria (Platform 100)

08:36 Bedford  
Calling at: City Thameslink, Farringdon, London St Pancras, Kentish Town, West Hampstead, Tottenham Court Road, Euston, King's Cross, Moorgate, St. Pancras International, Victoria, Westminster, London Victoria, London Victoria (Platform 1), London Victoria (Platform 2), London Victoria (Platform 3), London Victoria (Platform 4), London Victoria (Platform 5), London Victoria (Platform 6), London Victoria (Platform 7), London Victoria (Platform 8), London Victoria (Platform 9), London Victoria (Platform 10), London Victoria (Platform 11), London Victoria (Platform 12), London Victoria (Platform 13), London Victoria (Platform 14), London Victoria (Platform 15), London Victoria (Platform 16), London Victoria (Platform 17), London Victoria (Platform 18), London Victoria (Platform 19), London Victoria (Platform 20), London Victoria (Platform 21), London Victoria (Platform 22), London Victoria (Platform 23), London Victoria (Platform 24), London Victoria (Platform 25), London Victoria (Platform 26), London Victoria (Platform 27), London Victoria (Platform 28), London Victoria (Platform 29), London Victoria (Platform 30), London Victoria (Platform 31), London Victoria (Platform 32), London Victoria (Platform 33), London Victoria (Platform 34), London Victoria (Platform 35), London Victoria (Platform 36), London Victoria (Platform 37), London Victoria (Platform 38), London Victoria (Platform 39), London Victoria (Platform 40), London Victoria (Platform 41), London Victoria (Platform 42), London Victoria (Platform 43), London Victoria (Platform 44), London Victoria (Platform 45), London Victoria (Platform 46), London Victoria (Platform 47), London Victoria (Platform 48), London Victoria (Platform 49), London Victoria (Platform 50), London Victoria (Platform 51), London Victoria (Platform 52), London Victoria (Platform 53), London Victoria (Platform 54), London Victoria (Platform 55), London Victoria (Platform 56), London Victoria (Platform 57), London Victoria (Platform 58), London Victoria (Platform 59), London Victoria (Platform 60), London Victoria (Platform 61), London Victoria (Platform 62), London Victoria (Platform 63), London Victoria (Platform 64), London Victoria (Platform 65), London Victoria (Platform 66), London Victoria (Platform 67), London Victoria (Platform 68), London Victoria (Platform 69), London Victoria (Platform 70), London Victoria (Platform 71), London Victoria (Platform 72), London Victoria (Platform 73), London Victoria (Platform 74), London Victoria (Platform 75), London Victoria (Platform 76), London Victoria (Platform 77), London Victoria (Platform 78), London Victoria (Platform 79), London Victoria (Platform 80), London Victoria (Platform 81), London Victoria (Platform 82), London Victoria (Platform 83), London Victoria (Platform 84), London Victoria (Platform 85), London Victoria (Platform 86), London Victoria (Platform 87), London Victoria (Platform 88), London Victoria (Platform 89), London Victoria (Platform 90), London Victoria (Platform 91), London Victoria (Platform 92), London Victoria (Platform 93), London Victoria (Platform 94), London Victoria (Platform 95), London Victoria (Platform 96), London Victoria (Platform 97), London Victoria (Platform 98), London Victoria (Platform 99), London Victoria (Platform 100)

Tickets

Campaign date: 11/03/2019 – 07/04/2019  
Environment: LDN DRIVE & TVZ  
Booking: commuter hours on TVZ  
Viewed Impressions: 18M

# ANY MENTION BRAND AWARENESS

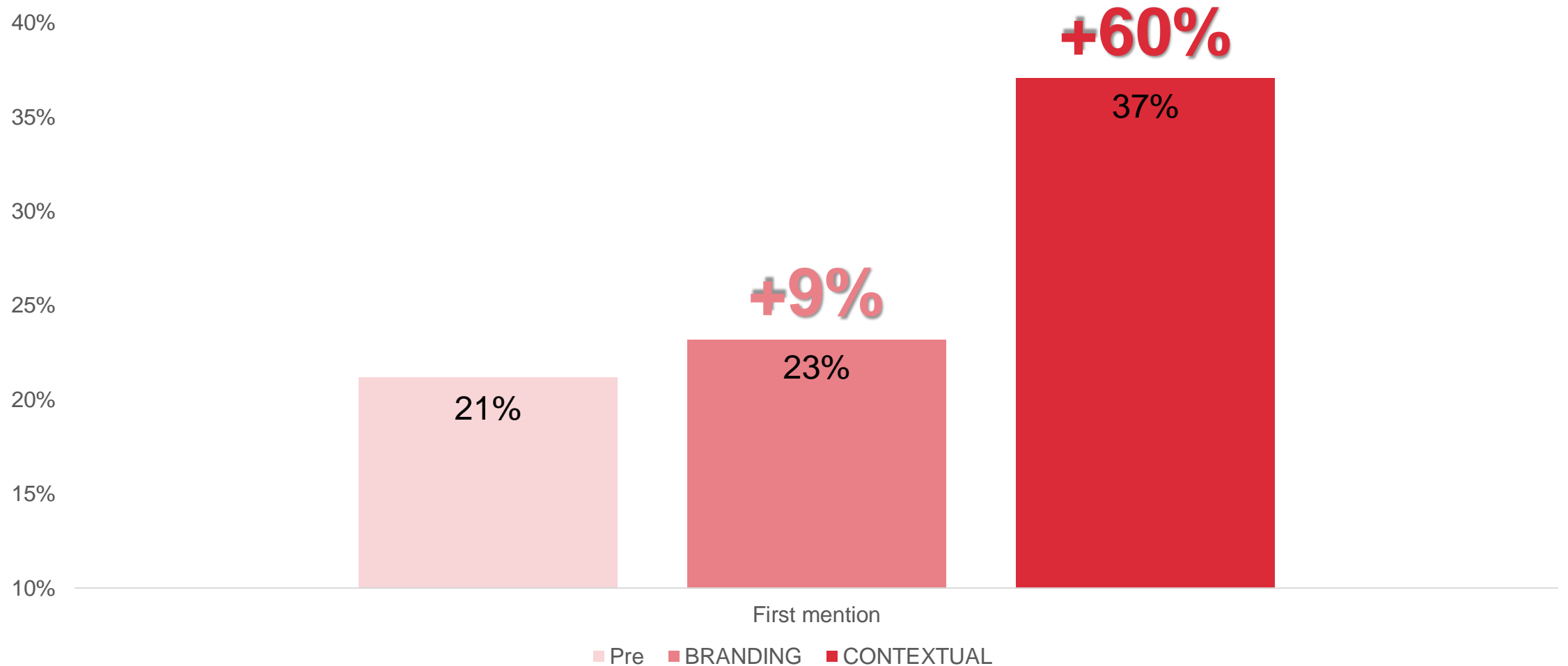


Source: ABA Research (total sample 375)

Q: 'What coffee shops are you aware of/come to mind? Please list up to 6.'



# SPONTANEOUS AD AWARENESS

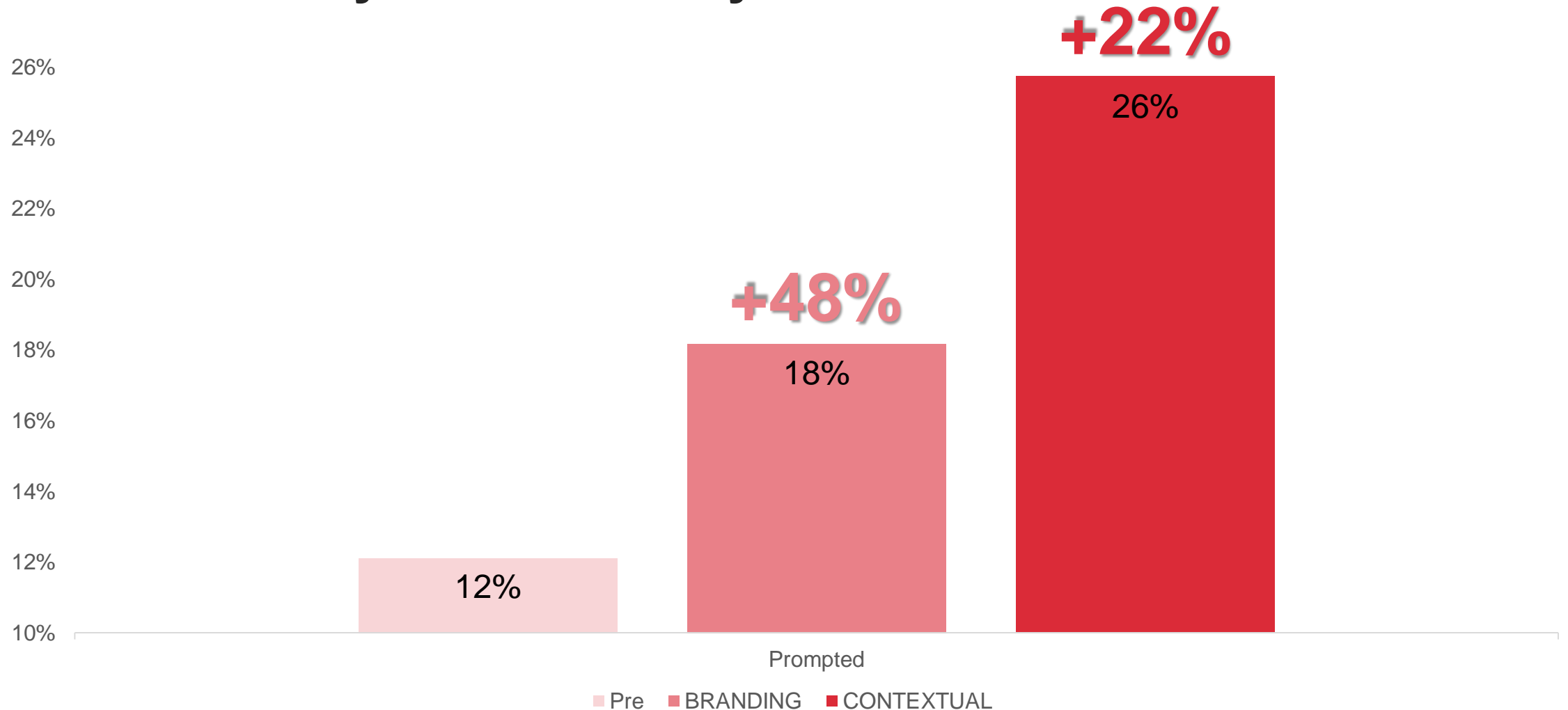


Source: ABA Research (total sample 375)

Q: 'What coffee shops, if any, have you seen advertising for recently? Please list up to 6.'

# PROMPTED AD ATTRIBUTION

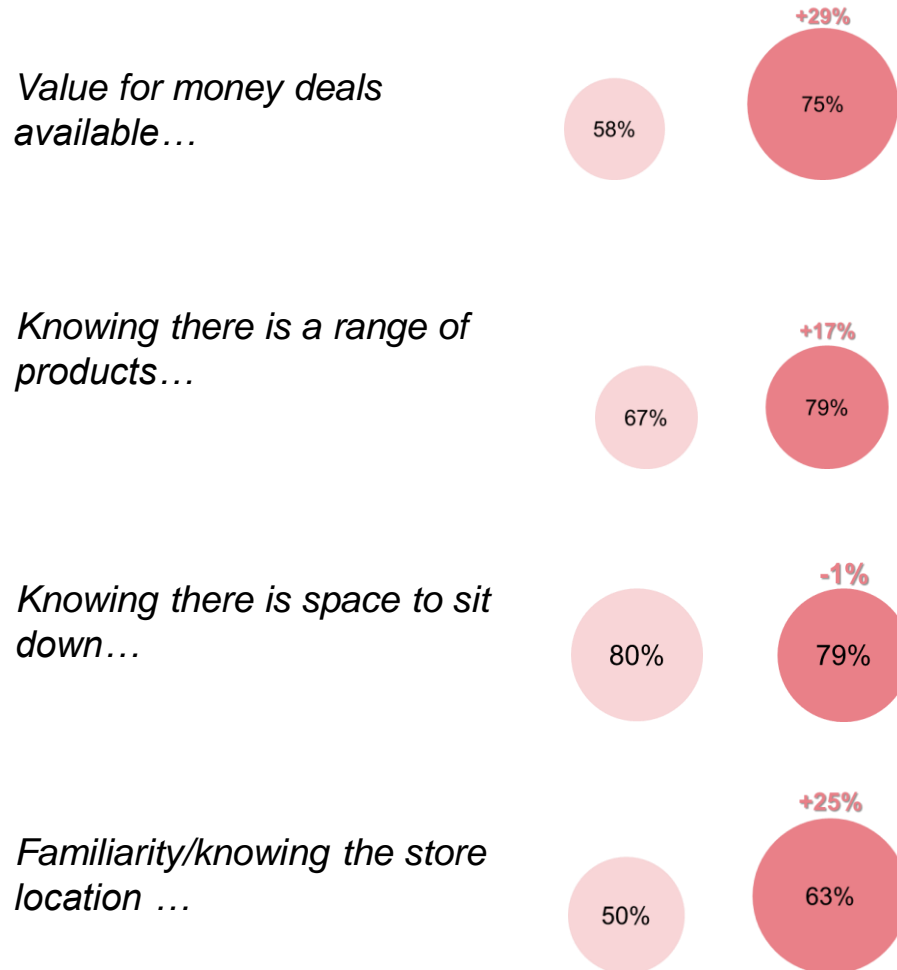
## Memorability is driven by context...



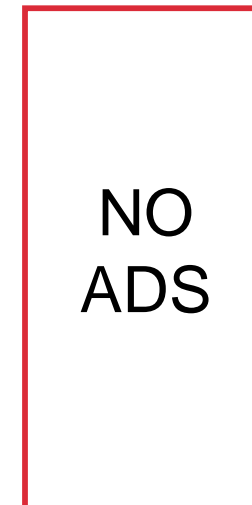
Source: ABA Research (total sample 375)

Q. 'You mention that you had seen/heard advertising for the coffee shop **Costa Coffee** recently, where was this? Please select all that apply.' (Digital screens | Online | TV | Press | Radio)

# Factors of influence driven by DOOH presence at malls with incremental impact due to contextualisation of messaging...



PRE



VS

BRANDING



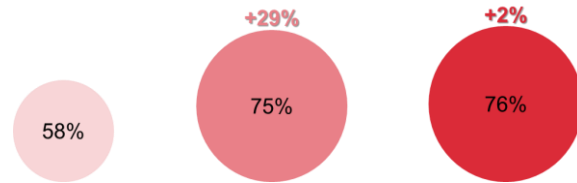
Source: ABA Research (total sample 375)

Q: Do any of the below factors make you more likely to visit a **coffee shop**?

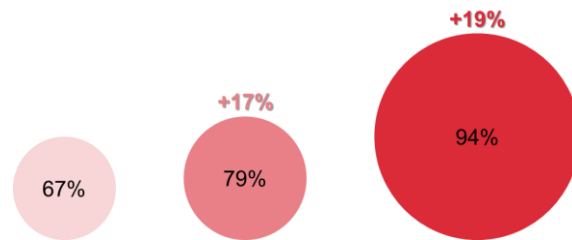


# Factors of influence driven by DOOH presence at malls with incremental impact due to contextualisation of messaging...

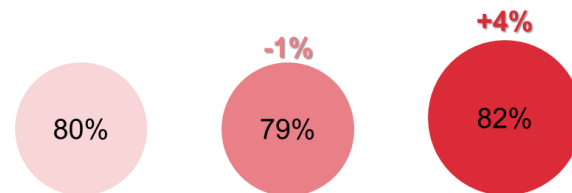
Value for money deals available...



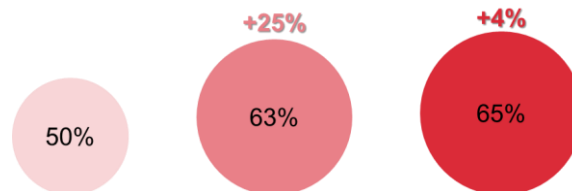
Knowing there is a range of products...



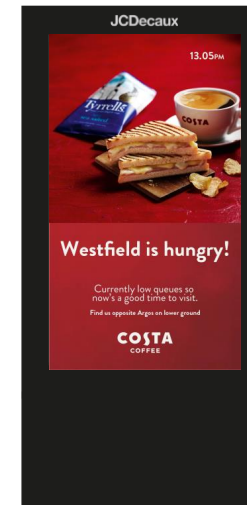
Knowing there is space to sit down...



Familiarity/knowing the store location ...



CONTEXTUAL



BRANDING

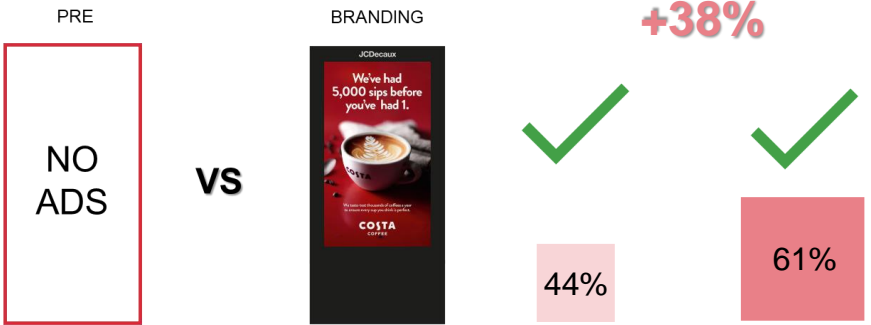


VS

Source: ABA Research (total sample 375)

Q: Do any of the below factors make you more likely to visit a **coffee shop**?

# STORE LOCATION



Source: ABA Research (total sample 375)

Q: Which of the following describes Costa Coffee's store location(s) within Westfield Stratford Mall?

# STORE LOCATION

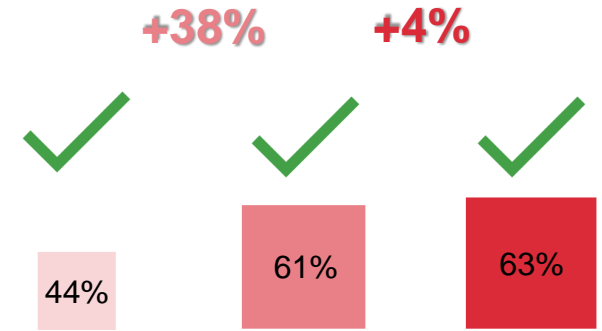


CONTEXTUAL



VS

BRANDING



Source: ABA Research (total sample 375)

Q: Which of the following describes Costa Coffee's store location(s) within Westfield Stratford Mall?

# PERCEPTIONS

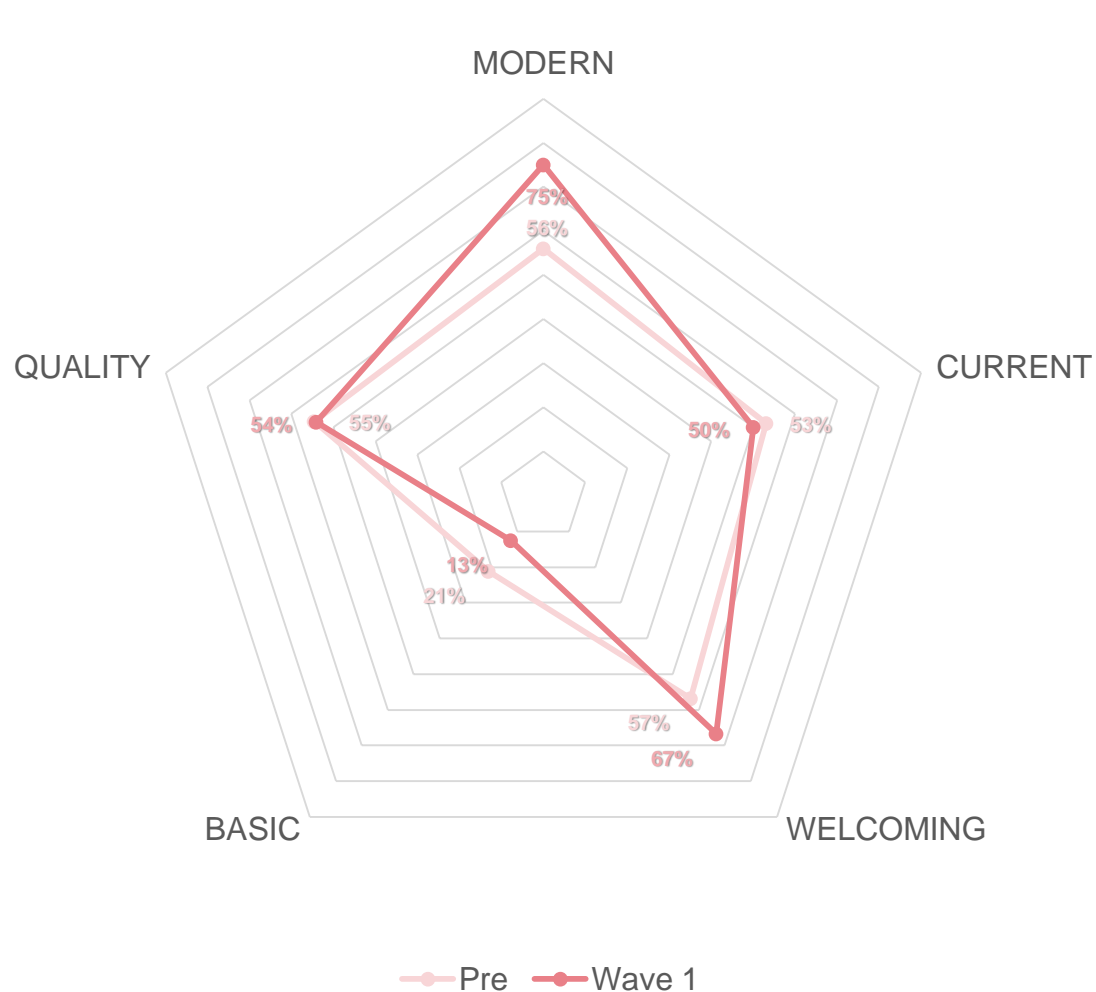


Source: ABA Research (total sample 375)

Q: To what extent, if at all, do you associate the following words with **Costa Coffee**? Please answer on a scale from 1 - 5 where 1 is strongly disassociate and 5 is strongly associate.



# PERCEPTIONS



PRE

NO ADS

VS

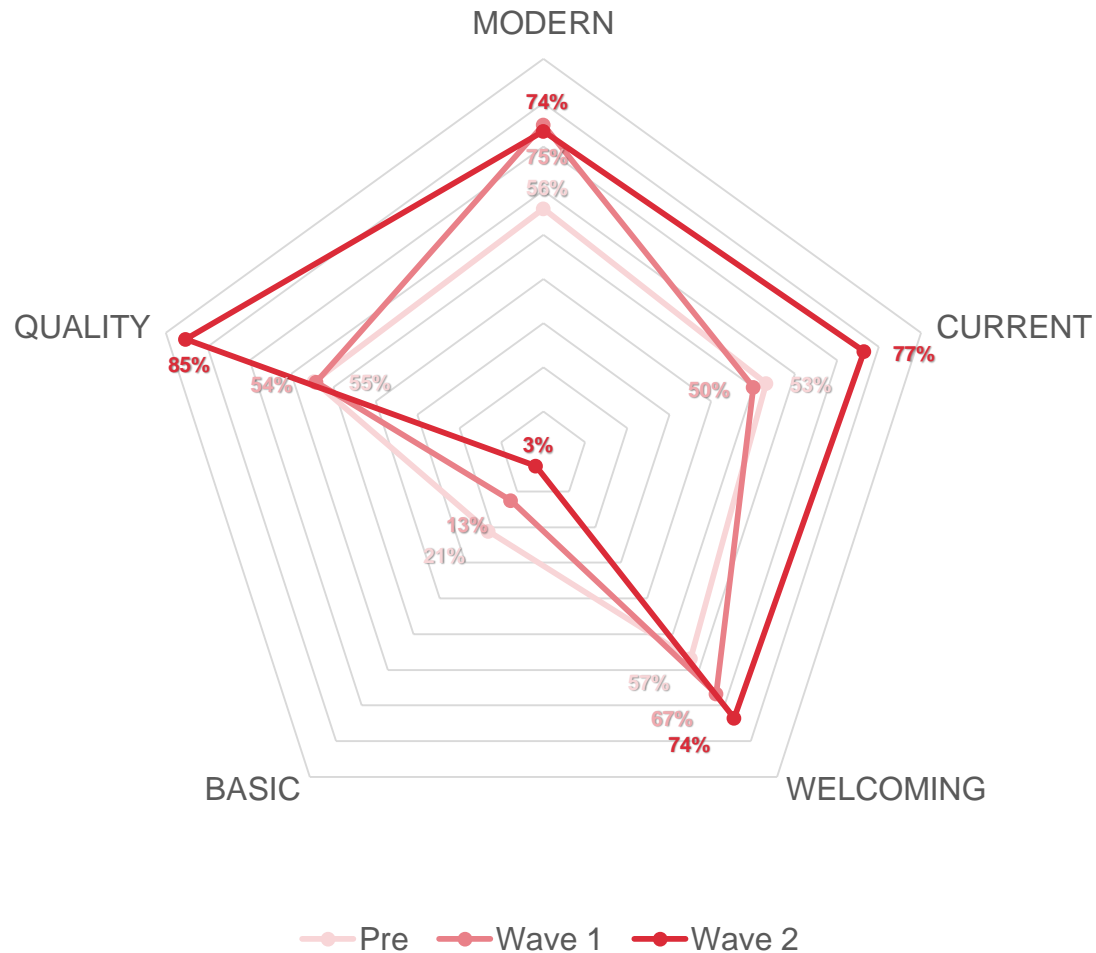


	BRANDING vs PRE
MODERN	+34%
CURRENT	-6%
WELCOMING	+17%
BASIC	-41%
QUALITY	-1%

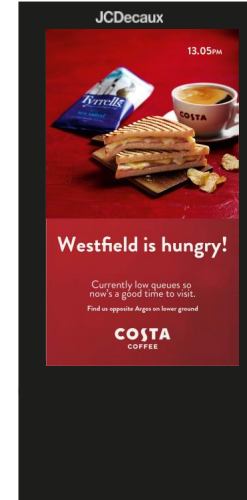
Source: ABA Research (total sample 375)

Q: To what extent, if at all, do you associate the following words with **Costa Coffee**? Please answer on a scale from 1 - 5 where 1 is strongly disassociate and 5 is strongly associate.

# PERCEPTIONS



## CONTEXTUAL



VS

## BRANDING

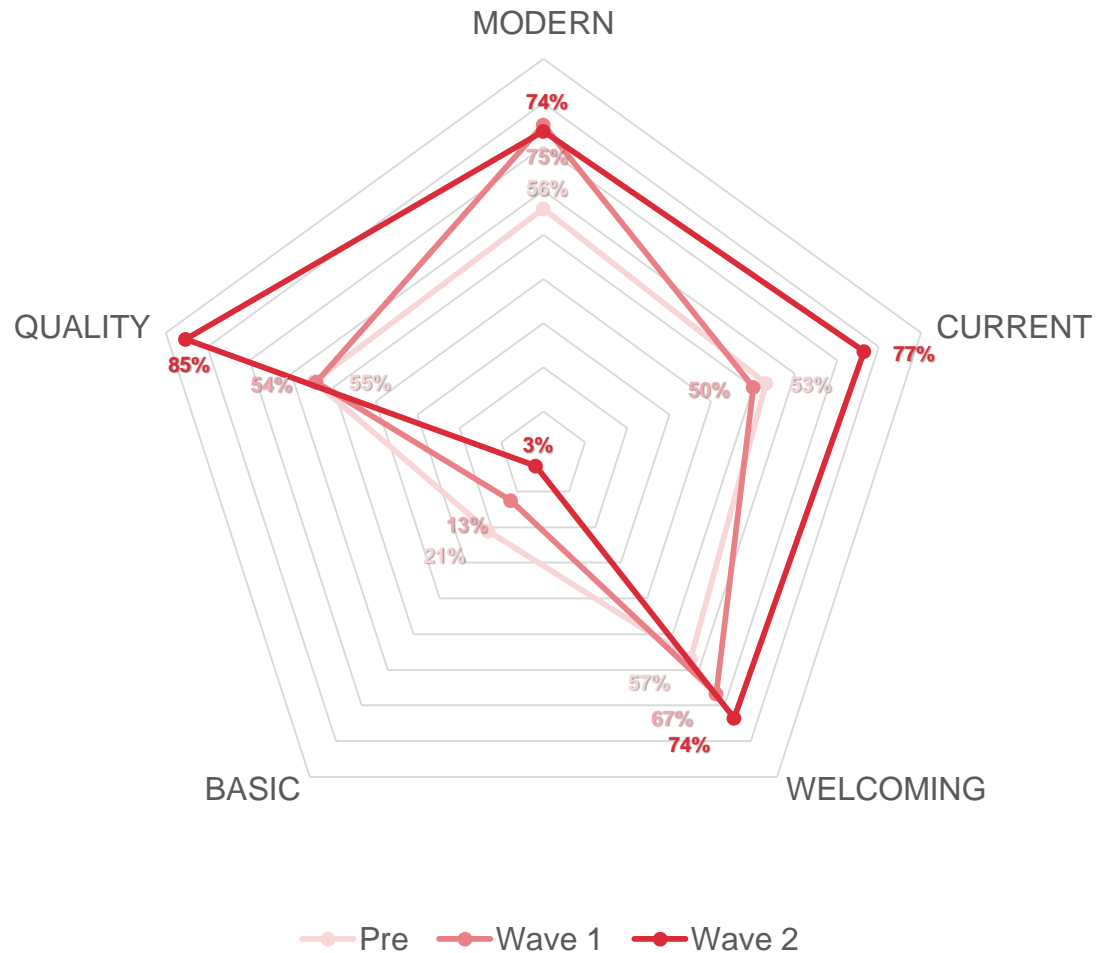


	BRANDING vs PRE	CONTEXTUAL vs BRANDING
MODERN	+34%	-2%
CURRENT	-6%	+53%
WELCOMING	+17%	+10%
BASIC	-41%	-76%
QUALITY	-1%	+57%

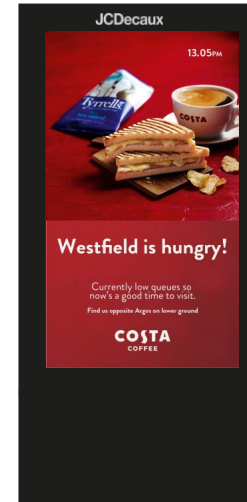
Source: ABA Research (total sample 375)

Q: To what extent, if at all, do you associate the following words with **Costa Coffee**? Please answer on a scale from 1 - 5 where 1 is strongly disassociate and 5 is strongly associate.

# PERCEPTIONS



CONTEXTUAL



VS

PRE



	BRANDING vs PRE	CONTEXTUAL vs BRANDING	CONTEXTUAL vs PRE
MODERN	+34%	-2%	+31%
CURRENT	-6%	+53%	+44%
WELCOMING	+17%	+10%	+29%
BASIC	-41%	-76%	-86%
QUALITY	-1%	+57%	+57%

Source: ABA Research (total sample 375)

Q: To what extent, if at all, do you associate the following words with **Costa Coffee**? Please answer on a scale from 1 - 5 where 1 is strongly disassociate and 5 is strongly associate.



# STATEMENTS AGREED WITH

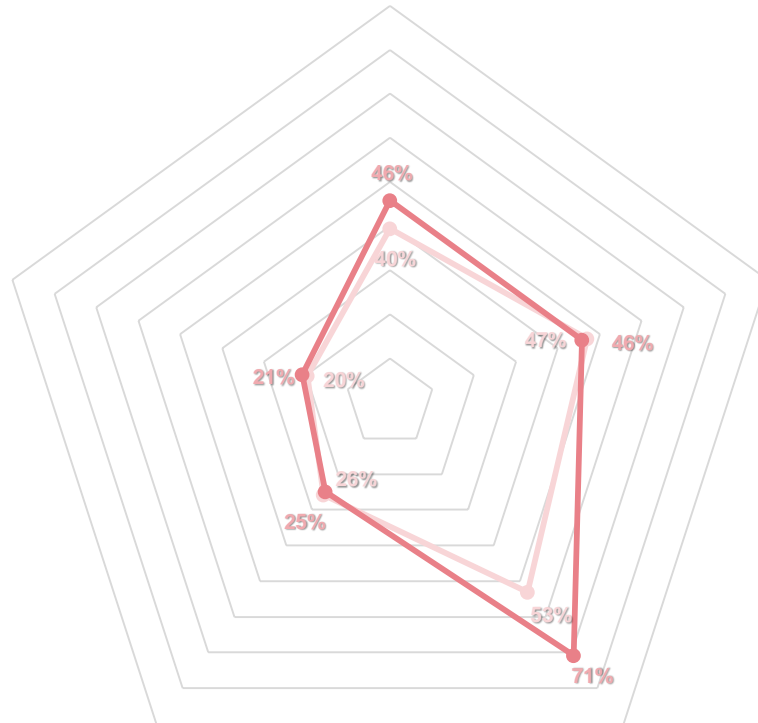


Source: ABA Research (total sample 375)

Q: To what extent, if at all, do you associate the following statements with **Costa Coffee**? Please answer on a scale from 1 -5 where 1 is strongly disassociate and 5 is strongly associate

# STATEMENTS AGREED WITH

Great balance between quality and price



High quality products

Trustworthy brand

—●— Pre —●— Wave 1

PRE



VS

BRANDING



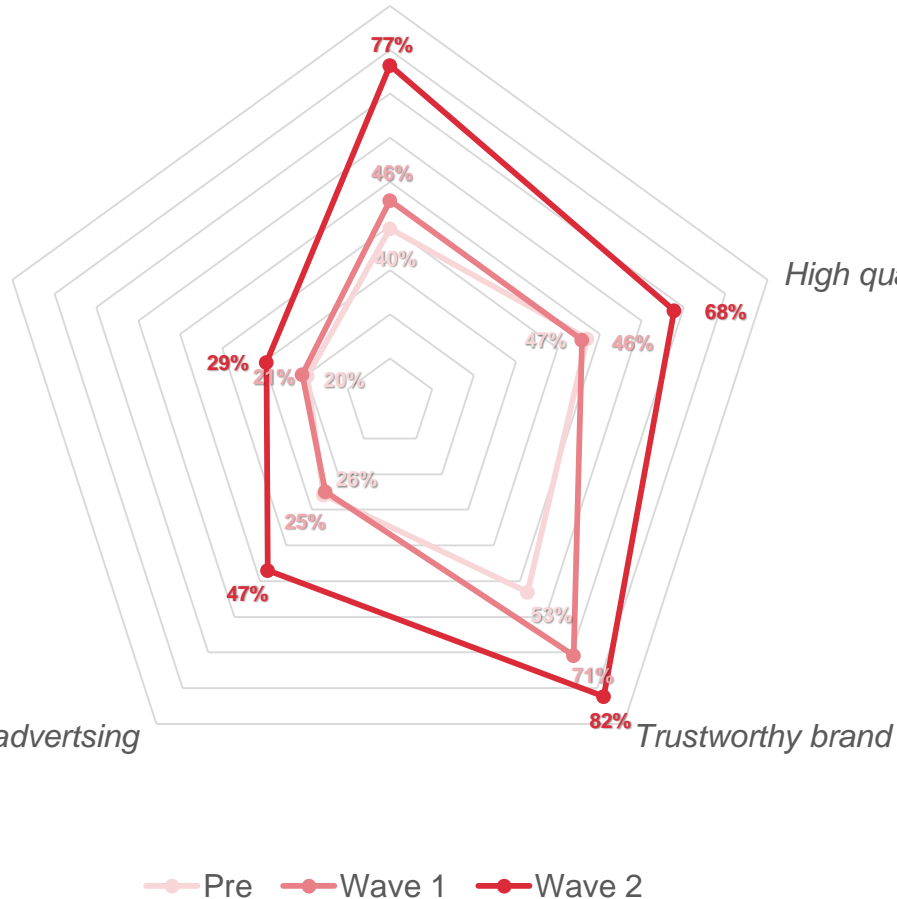
	BRANDING vs PRE
Quality & price	+16%
High quality	-2%
Trustworthy	+34%
Innovative ads	-3%
Ad relevance	+6%

Source: ABA Research (total sample 375)

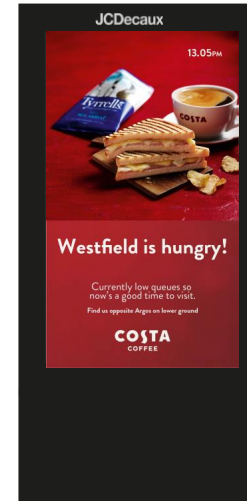
Q: To what extent, if at all, do you associate the following statements with **Costa Coffee**? Please answer on a scale from 1 -5 where 1 is strongly disassociate and 5 is strongly associate

# STATEMENTS AGREED WITH

Great balance between quality and price



CONTEXTUAL



BRANDING



VS

	BRANDING vs PRE	CONTEXTUAL vs BRANDING
Quality & price	+16%	+67%
High quality	-2%	+48%
Trustworthy	+34%	+16%
Innovative ads	-3%	+88%
Ad relevance	+6%	+41%

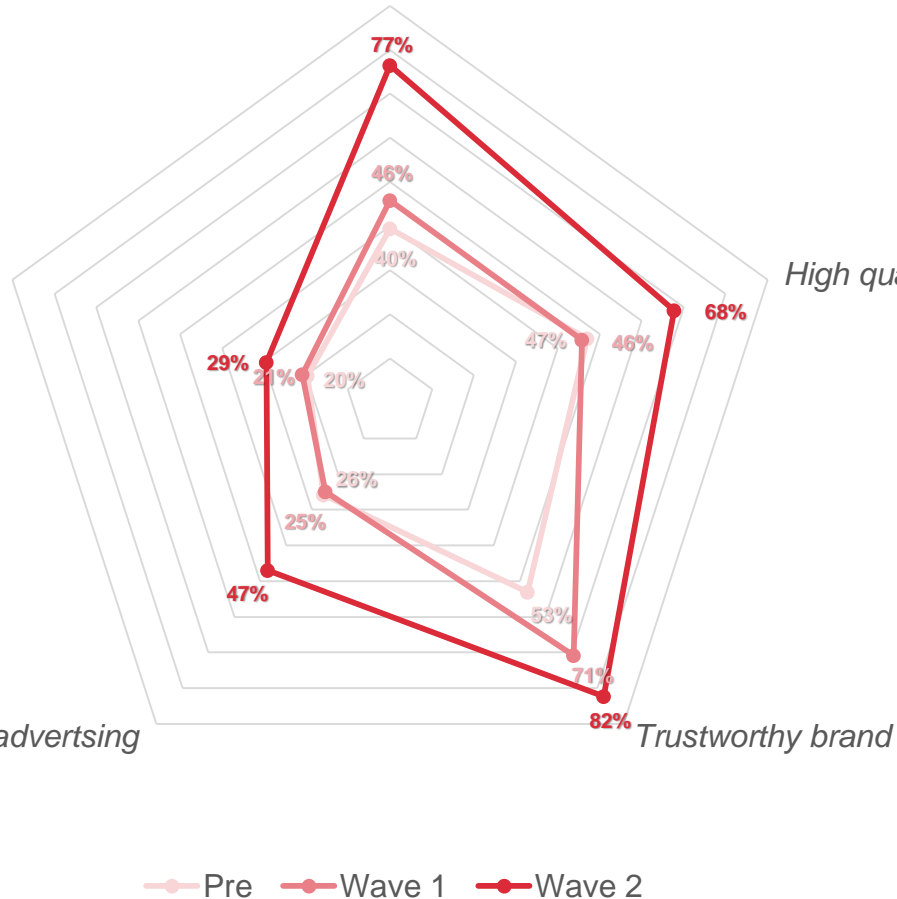
Source: ABA Research (total sample 375)

Q: To what extent, if at all, do you associate the following statements with **Costa Coffee**? Please answer on a scale from 1 -5 where 1 is strongly disassociate and 5 is strongly associate

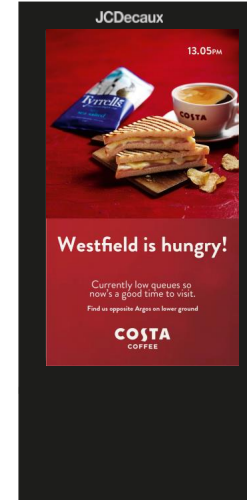


# STATEMENTS AGREED WITH

Great balance between quality and price



CONTEXTUAL



PRE



VS

	BRANDING vs PRE	CONTEXTUAL vs BRANDING	CONTEXTUAL vs PRE
Quality & price	+16%	+67%	+94%
High quality	-2%	+48%	+44%
Trustworthy	+34%	+16%	+55%
Innovative ads	-3%	+88%	+83%
Ad relevance	+6%	+41%	+49%

Source: ABA Research (total sample 375)

Q: To what extent, if at all, do you associate the following statements with **Costa Coffee**? Please answer on a scale from 1 -5 where 1 is strongly disassociate and 5 is strongly associate

# AD RECOGNITION

PRE



+66%

BRANDING



+7%

CONTEXTUAL



Source: ABA Research (total sample 375)

Q: Do you recall seeing this advert?

ACTION  
RESEARCH  
METHODOLOGY





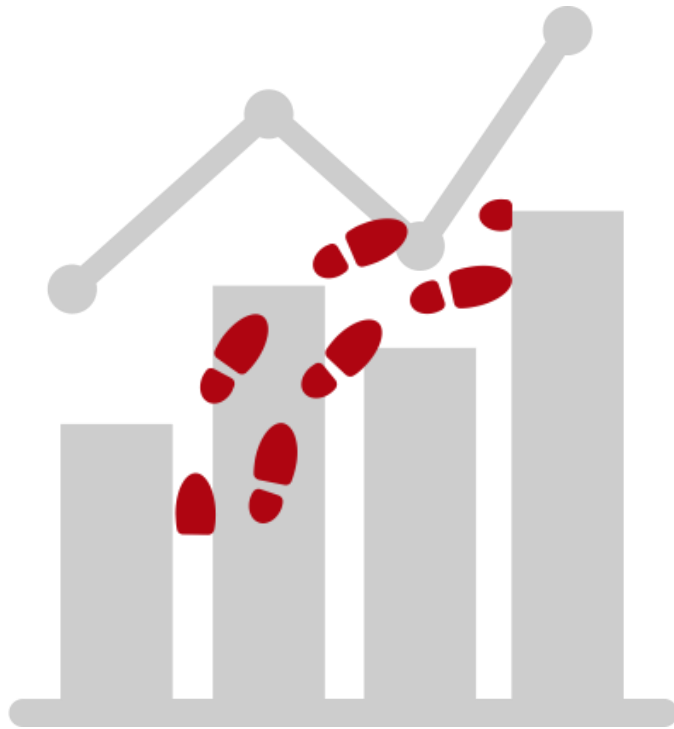
Your customer journey algorithm



Review of Costa Westfield campaign data spring 2019



# ACTION MEASUREMENT METRICS



**FOOTFALL**



**SALES**

# MONITORING IMPACT ON FOOTFALL & SALES

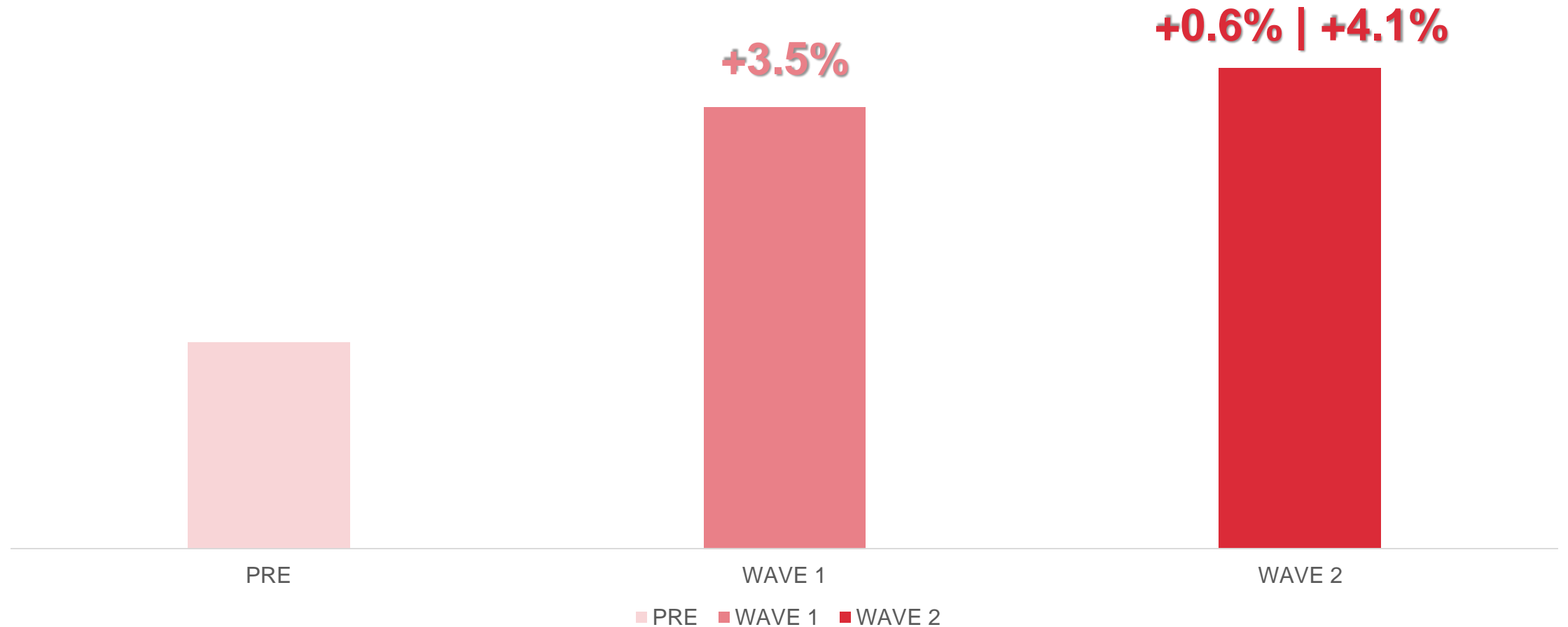


- C&C monitor WiFi traffic as a proxy for footfall
- Calibration done manually for each store & monitored for weeks to set benchmark norms
- Snapshot of number of WiFi devices in proximity to the till taken every 15 seconds
- Real time footfall data feed acts as trigger and measurement tool
- Impact of advertising on sales also monitored due to analysis on till receipts

ACTION  
RESEARCH  
RESULTS



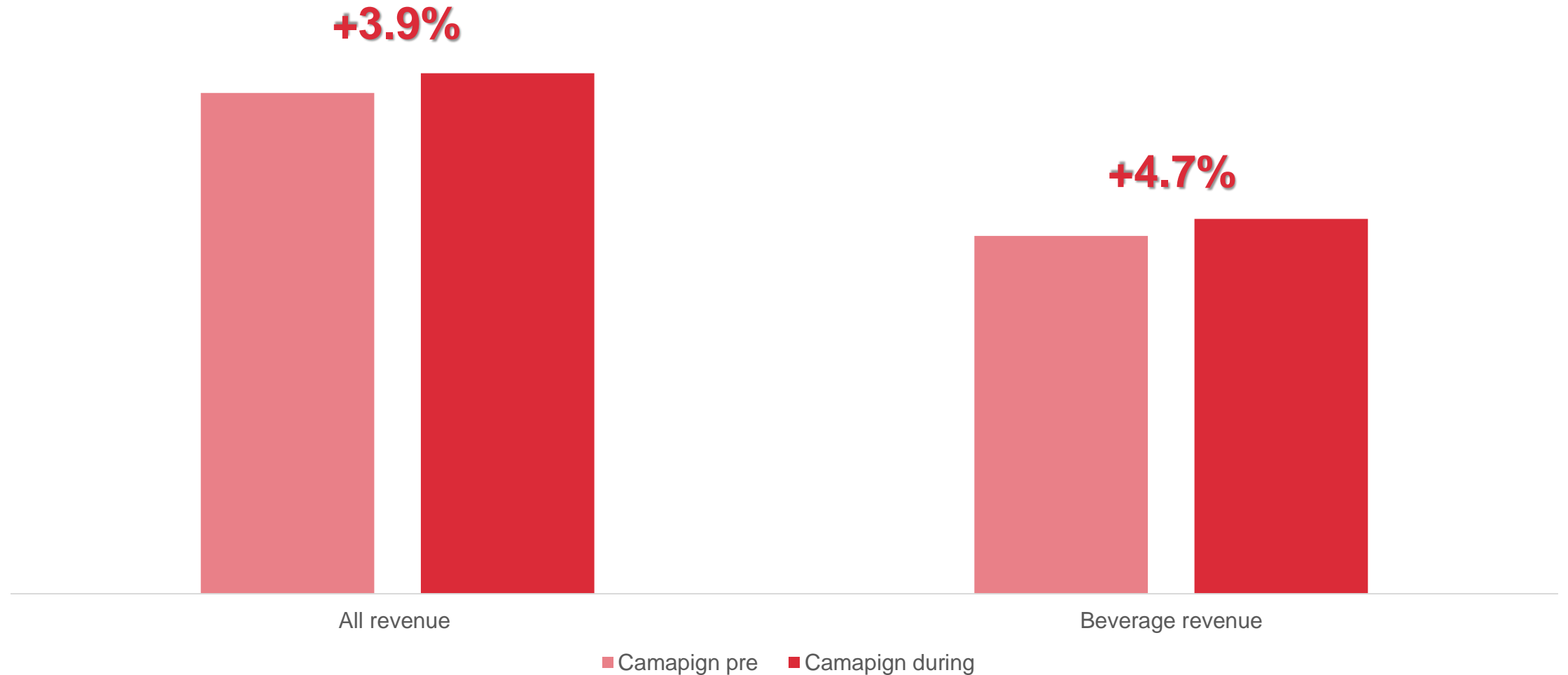
# DOOH ACTIVITY DROVE FOOTFALL TO STORE



Source: Metanai, The Cloud & Compass & Costa Coffee Stores (Westfield Stratford)



# DOOH ACTIVITY DROVE SALES AT COSTA COFFEE



Source: Metanai, The Cloud & Compass & Costa Coffee Stores (Westfield Stratford)

SUMMARY



# KEY FINDINGS

- Branding research demonstrated **Channel Mall Presence** at **Westfield Stratford** had a **positive impact on brand**
- The **impact of DOOH activity is significant** given Costa's brand status
- An **incremental effect** was largely seen; **BRANDING vs CONTEXTUAL**
- Most notable influence was seen across **memorability & perceptions**
- DOOH also **drove action** with an **increase in footfall & sales**



DOOH MEDIA RESEARCH  
CAHNNEL MALL  
Costa Coffee

