

Case Study / Survey Report

This case study is the result of an in depth analysis on aerial advertising. The report aims to discover the effectiveness of aerial advertising and to measure the response on the general and specific public, at whom the banners are directed towards.

Please feel free to distribute this report. For questions or comments please email the proprietor at info@sky-messaging.com.

This report can be downloaded on the website: www.sky-messaging.com.

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Preface

Purpose:

The purpose of this research was to gather the recall and awareness response of aerial advertising after exposing banners to particular target markets.

What is Aerial Advertising?

Aerial Advertising is a highly visible medium that focuses on reaching people assembled in mass audiences. Sky Messaging flies its clients banners based on their demographic/LSM advertising requirements which translates into geographic and time specific flights.

Banner flights predominately take place during AM and PM peak hour traffic as well as on weekends and public holidays.

Respondents:

The respondents who took part in this research were randomly selected in the greater Cape Town vicinity, encompassing the Northern and Southern Suburbs as well as central Cape Town. All respondents were over the age of 18 and no demographic preference was given.

Conclusion:

When considering the recall and brand awareness that was created, aerial advertising is a highly effective and economical method of advertising.

By comparing the said between various media platforms and paralleling the expenditure required for each medium, it becomes evident that aerial advertising surpasses the performance and cost component for each alternative medium.

Sky Messaging (Pty) Ltd Banner Campaign – 50 Hours

Preamble:

Sky Messaging is an aerial advertising provider headquartered in Cape Town, South Africa. After having acquired its *Aerial Operators Certificate* in 2010, Sky Messaging commenced its advertising activities in January 2011 by flying its own banner with the call to action being the URL of its website.

Prior to the 50 hours campaign, Sky Messaging was completely unknown in the market arena since the company had not engaged in any advertising activities. Furthermore, Sky Messaging did not use any alternate mediums to introduce its product to the market but solely relied on aerial advertising.

Recall Rate After 50 Hours Exposure / Flight Time:

Of all respondents sampled, 28% recalled the brand of which:

- 78% recalled the banner passing
- 92% recalled what was being advertised
- 82% agreed that the banner was readable and clear
- 59% discussed the banner with friends, colleagues or family

Sky Messaging (Pty) Ltd Banner Campaign – 100 Hours

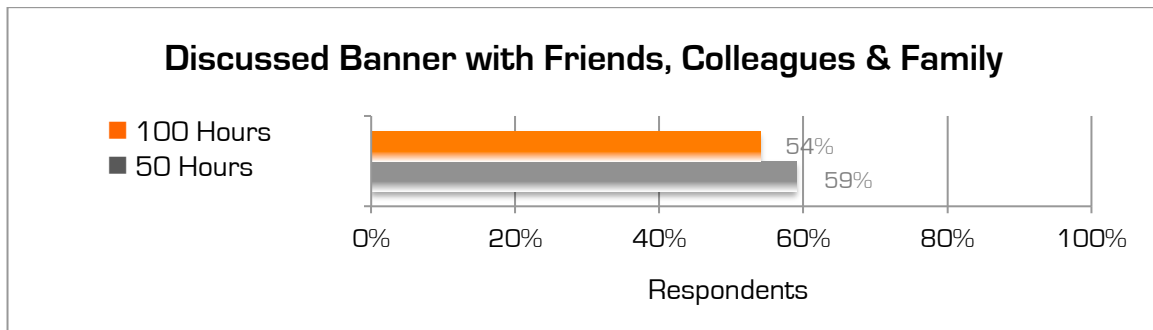
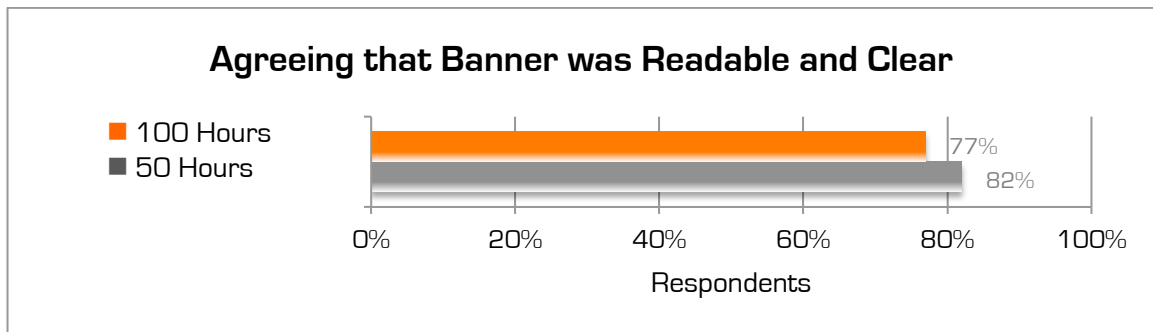
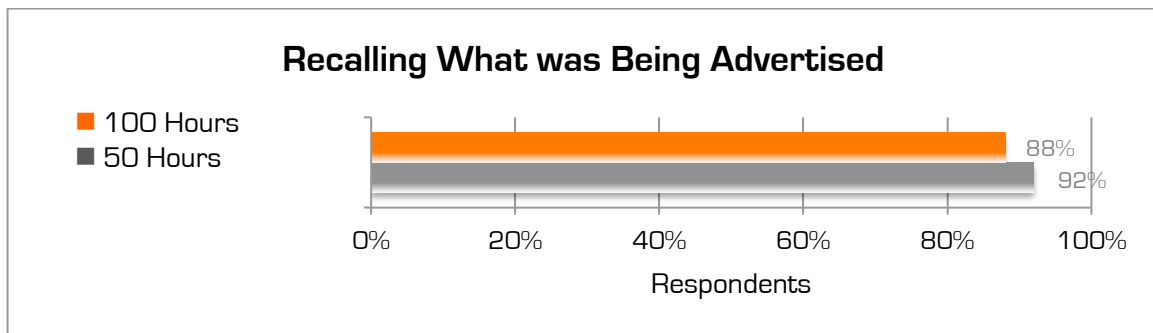
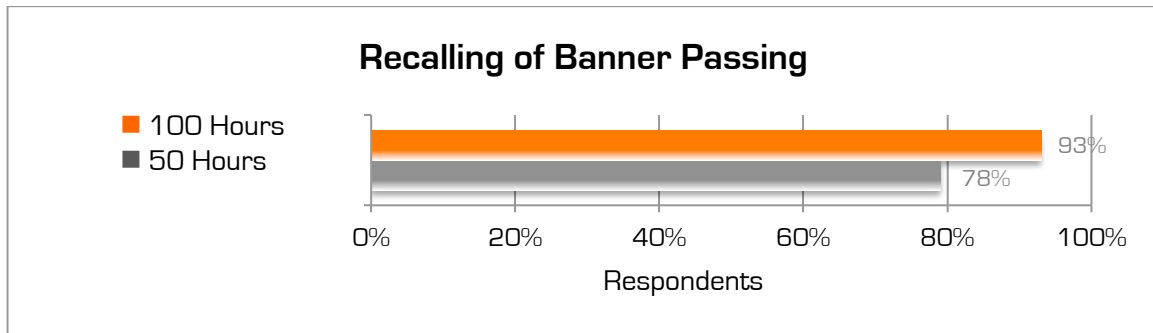
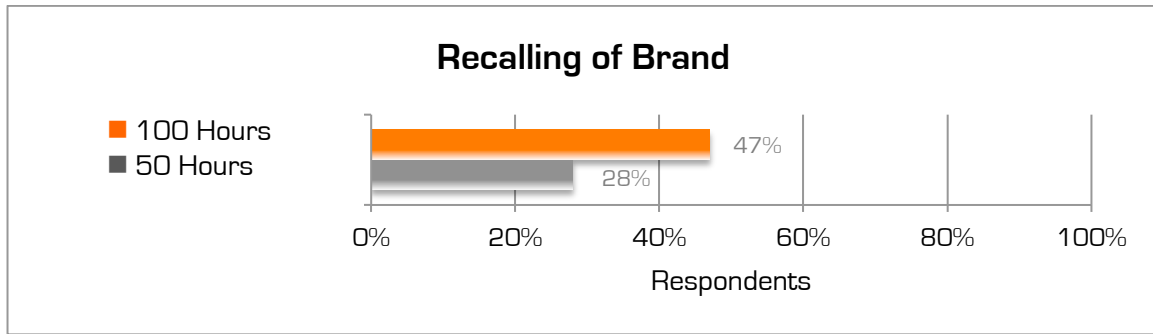
Preamble:

After concluding the initial 50 hours Sky Messaging invested in a further 50 hours, totalling 100 hours exposure / flight time.

Recall Rate After 100 Hours Exposure / Flight Time:

Of all respondents sampled, 47% recalled the brand of which

- 93% recalled the banner passing
- 88% recalled what was being advertised
- 77% agreed that the banner was readable and clear
- 54% discussed the banner with friends, colleagues or family



General Conclusion

Aerial banners reach consumers where they shop, live, work and play and as such repeatedly deliver a memorable and unique message. As is evident from the above given research, aerial advertising is highly effective and has to be included when selecting a viable media mix.

The results furthermore give evidence of being able to break through media clutter and fragmentation, which in turn quickly solidifies brand awareness. Cost effectiveness is one of the fundamental benefits of aerial advertising. In the event of Sky Messaging, it is fair to say that half of Cape Town can recall Sky Messaging after having only invested in 100 hours exposure / flight time: from a completely unfamiliar brand to a well-known name in less than 5 months.

The above stated findings are similar across the board, also with recognised companies. Sky Messaging measured the awareness from one of its clients prior and post its exposure / flight time. The visibly known client had already engaged in above the line advertising activities but aimed at building a more solid public image of its services by driving select demographics to its website.

The results were astonishing, whereby after only 50 hours flight / exposure time, the company's already public image increased by over 23%, in less than three months!

With most media, information is usually plentiful yet memories are short; however by communicating in a method that is unforgettable, any brands recognition will start to escalate and awareness, together with recall, rapidly increase.