



Investec: A review of the Investec Traincard campaign



Dates



26th February - 25th March 2018

Research details

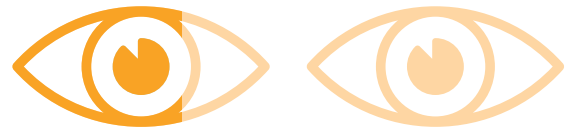


Conducted by Dipsticks, 600 online respondents, w/c 18th March 2018

In-touch train travellers have seen the campaign, and they've seen it a lot...



30% recalled seeing the Traincards in situ on the train...



...of those, 30% had seen the campaign 'quite a lot'

Bases: all respondents (600)/ those who recall seeing the advertising (181)

Recalling the Traincards in situ had a positive influence on campaign perception

Investec | Click & Invest

Different not indifferent

At Investec Click & Invest, we believe every investment is personal. So when you invest £10,000 or more with us, you'll not only receive our investment expertise, but also over 150 years of experience to make sure your money is working as hard as possible.

clickandinvest.com
Our money. Our expertise.

With investment your capital is at risk.

Noticeable: 51%

Noticeable: **83%**

Informative: 50%

Informative: **71%**

Clear, easy to understand: 46%

Clear, easy to understand: **71%**

Aimed at people like me: 37%

Aimed at people like me: **66%**

Base: those who do not recall seeing the ad in situ (blue - 419) / those who do recall seeing the ad in situ (orange - 181)

Traincards drove greater levels of consideration

- Agreement: made me more likely to consider Investec Click & Invest

Those who didn't recall seeing the Traincard in situ:
29%



Those who recalled seeing the Traincard in situ:
60%

Base: those who do not recall seeing Investec Click & Invest on the train (419) / those who recall seeing Investec Click & Invest on the train (181)

Recalling the Traincards in situ makes consumers more likely to respond – even after the campaign has finished

A fortnight after the original research, we re-contacted those respondents who had recalled Traincards in situ, and said they would consider the advertised brand, and asked them: "What have you actually done as a result of the campaign?"



Base: All Respondents (600)
Base: Re-contacts - Recall Traincard AND agree 'more likely to consider' (97)

In summary...

Online investing is a niche area within a low-interest category (finance): 87% of respondents have not used Investec Click & Invest...



... but Investec advertising was still noticed and remembered: 30% of respondents recalled seeing it, and of those, almost a third said they'd seen it several times

Traincards drove consideration: 60% of those who recall the Traincard campaign would consider using Investec Click & Invest vs 29% of those who didn't recall it

Traincards prompted action: 74% of those respondents who said they were going to do something, had done it within two weeks of seeing the campaign