



Sample ROP

RedPlum™ Media Vehicle: ROP Telecommunications

ROP Drives Consideration *and* Activation, Especially Among Younger Consumers

Challenge

A telecom client had a limited time to implement a quick turn media solution to reach younger consumers with a new phone promotion during the Back-to-School time period.

Solution

Valassis was able to quickly facilitate page dominant, full color ROP ad placement during the weeks leading up to Labor Day. A mix of major dailies placing Sunday advertising and alternative / commuter publications utilizing weekday ads were used.

Results

- The 16-34 year old consumer showed the highest recall of the ads (48%).
- This consumer segment also showed *significantly* higher response to the ads:¹
 - 23% had visited or planned to visit the advertiser
 - 24% had bought or will buy the products advertised.

Takeaways

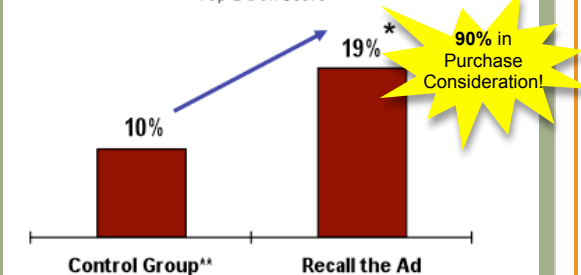
ROP drives consideration and activation, both when consumers are entering the purchase cycle *and* when they are in the market to buy a new product.

INSIGHTS

- The ROP ads *significantly* increased consideration of the advertiser for future telecom purchases.*
- 34% of consumers in the market for a new cell phone recalled the ad (vs. 23% not in the market).
- As a result of the ad, the number of people who would consider the advertiser for future cell phone purchases increased by 90%!

% of Consumers Who Would Consider Advertiser the Next Time They Are in the Market for a Cell Phone

Top 2 Box Score



* Significant at the 95% confidence interval; ** Control Group = no exposure to ROP ad.

¹ Vs. the category median, among consumers who recalled the ad.

Source: Research & Analysis of Media, 2009