

# This Is Where the Sparks Fly Online.

## THE EFFECT OF AN ONLINE AUDIO CAMPAIGN.

During the fusion of the two market leaders in the segment of long-distance bus travelling MeinFernbus and FlixBus in 2015, a four-week online audio campaign was created aimed at drawing attention to the merger and the new joint bus traveling offer. To accomplish this, 20-second and 30-second long radio spots were run (pre-and in-stream) - and additionally, one fifth of the spots were accompanied by simultaneous display ads, played both at home and on mobile internet. The 30-second spot also contained extensions with regional offers, specifically designed for six metropolitan areas.

Almost every fourth user of online audio services had heard the spot within the past four weeks. The unsupported brand awareness of MeinFernbus FlixBus was thus increased by 14% through contact with the commercial, the supported brand recognition by 21%. Also the advertising memory was significantly raised: The unsupported advertising- memory was increased by 120% due to the online audio campaign, and the supported advertising memory even by 136%.

Especially parameters like relevant set, use, and first choice, which have a strong impact on the actual demand, were influenced extremely positively by the online audio campaign. One third (33%) of the users who had listened to the audio campaign at home or on mobile internet ranked MeinFernbus FlixBus in the relevant set for long distance bus trips (+ 32%), compared to only a quarter (25%) of those who had no contact with the campaign. More than twice as many listeners (+ 143%; 17%) went on to use MeinFernbus FlixBus, compared to the group without campaign contact (7%). And in the first choice category, more than twice as many listeners (+130%) from the group who had heard the commercials actually chose MeinFernbus FlixBus (23%) as their first choice; compared to a small group who had not come in touch with the spot (10%).

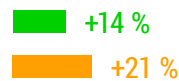
This signifies by far the highest preference rating for MeinFernbus FlixBus, among all queried providers of long distance bus travel. At the same time, the campaign resulted in a drop of the first-choice value of Deutsche Bahn who is currently the largest competitor in the field of long--distance traffic: Among listeners who had listened to the online audio campaign, the Deutsche Bahn value decreased to 47% (Group without campaign contact: 57%).

The online audio campaign also had the goal to convey the merger of MeinFernbus and FlixBus and the resulting benefits for travellers, such as an increased number of destinations, routes, buses, and short-term rebooking opportunities – in a simple and understandable way. And this was also done successfully. The number of people interviewed who were aware of the merger between the two providers was more than twice (+ 129%) as high (55%) among the listeners who had been in contact with the audio campaign, compared to the participants who had not listened to the spot (24%). About two thirds of listeners who had heard the commercials (63%) agreed that the merger resulted in a benefit for customers. In the group of listeners who had not listened to the spot, it were only 43% (about half (47%).

You can take a look at the detailed figures and graphs in the study, which we will gladly send to you on request.

In collaboration with the audio focus group within the BVDW, TNS Infratest conducted a -study on advertising impact, using the data from the MeinFernbus and FlixBus audio campaign. In order to measure the efficiency, more than 500 users of online audio services on which the campaign was run were interviewed. Additionally, the values of the respective parameters for users who had contact and who had none were compared with each other – with impressive results:

### Unsupported brand awareness



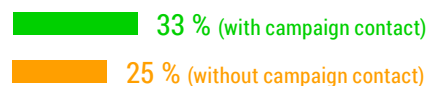
### Supported brand awareness

### Unsupported ad recall

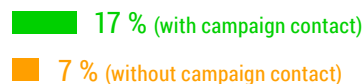


### Supported ad recall

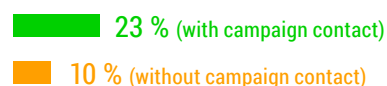
### MeinFernbus FlixBus in the relevant set



### Used MeinFernbus FlixBus



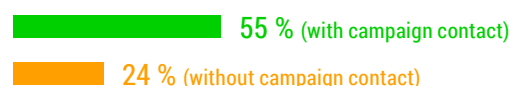
### Would choose MeinFernbus FlixBus over any other company



### Would choose Deutsche Bahn over any other company



### Knew about the merger



### Recognised the benefits of the merger

