



MOBILE ADVERTISING FLIES FOR VIRGIN AUSTRALIA

Campaign Period: May - June 2015



VIRGIN AUSTRALIA EMBARKED ON A CAMPAIGN TO DRIVE AWARENESS OF THE AIRLINES TRANSITION TO A 'FULL-SERVICE' OFFERING, WITH COMPLIMENTARY FOOD, CHECKED BAGGAGE AND ENTERTAINMENT NOW INCLUDED ON DOMESTIC FLIGHTS. TO PROMOTE THIS TO AUSTRALIANS, VIRGIN AUSTRALIA PARTNERED WITH FAIRFAX MEDIA TO RUN A HIGH IMPACT AND CREATIVELY INNOVATIVE CROSS PLATFORM CAMPAIGN.

The campaign ran across *The Sydney Morning Herald*, *The Age* and *Australian Financial Review* printed newspapers and *The Sydney Morning Herald*, *The Age*, *Brisbane Times*, *Canberra Times* and *WA Today* desktop, smartphone and tablet app properties.

The following results isolate the impact of the campaign's mobile component which ran across Fairfax Media's mobile (smartphone and tablet app) properties. The research uncovered that Fairfax Media's mobile properties had a strong impact across key brand and purchase metrics; significantly shifting brand consideration and brand recommendation of Virgin Australia.

CAMPAIGN OBJECTIVES

- Drive awareness of Virgin Australia's "full-service" airline offering
- Drive brand desire through increasing brand consideration and purchase intent
- Drive brand loyalty by increasing brand recommendation

CAMPAIGN PERIOD

May - June 2015

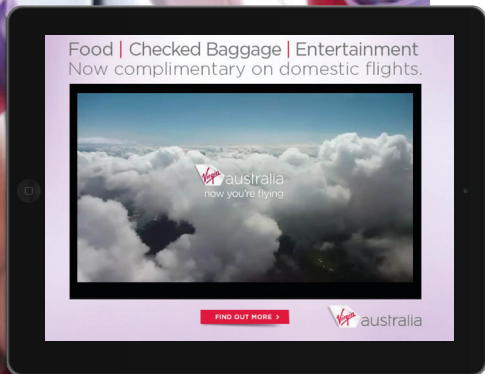
CREATIVE EXECUTION

High impact rich media ad executions ran across Fairfax Media's m-site and tablet app properties. On m-site, the knockout ad execution was utilised, with full-page video interstitial running across the tablet apps. This was accompanied with 'always on' activity, with banner ads executed across *Business Day*, *Lifestyle* and *Traveller* sections of the m-sites and full page and in article ads running across *Business Day* and *Traveller* sections of the tablet app.

RESEARCH METHODOLOGY

A simultaneous capture of control / exposed sample was employed, with an online survey sent to panelists managed by a 3rd party panel provider covering category involvement, brand and creative diagnostic questions. Online exposure was determined through the tagging of campaign creative and media consumption questions were used to calculate opportunity to see the print and mobile advertising and determine ad exposure (Total sample, n=1,315, Mobile sample, n=283).

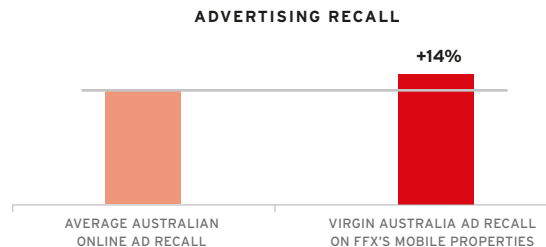




MEASURABLE RESULTS

ADVERTISING RECALL

Advertising on Fairfax Media's mobile properties proved to be memorable, with 1-in-5 people exposed to the mobile campaign recalling the advertisement. The impressiveness of mobile ad recall is especially evident when compared to Nielsen's Australian online brand recall norms, with recall for Virgin Australia's campaign on mobile, **14% higher** than recall for online campaigns in general.



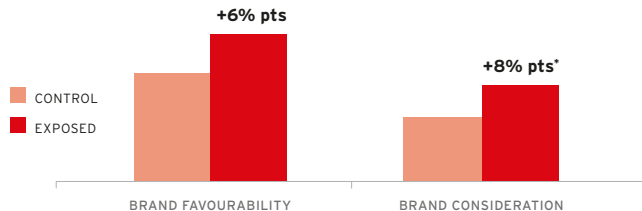
BRAND AWARENESS

Virgin Australia had high existing levels of brand awareness, however mobile campaign exposure still managed to heighten unaided awareness. Fairfax Media's mobile properties successfully shifted unaided awareness (spontaneous mention of Virgin Australia as an airline brand) by **+6% points** after campaign exposure.

UNAIDED AWARENESS (SPONTANEOUS MENTION OF VIRGIN AUSTRALIA AS AN AIRLINE BRAND)



BRAND FAVOURABILITY AND BRAND CONSIDERATION (TOP 2 BOXES)

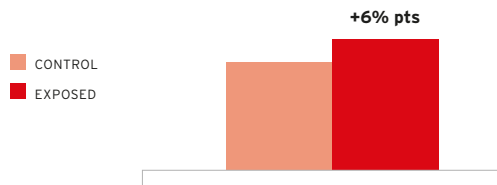


BRAND DESIRE (FAVOURABILITY AND CONSIDERATION)

The campaign effectively moved people through the purchase funnel, from making them feel more favourable towards Virgin Australia, to next considering flying with them. With high pre-existing brand favourability and consideration levels, campaign exposure still managed to drive strong directional uplifts (**+6% pts** and **+8% pts*** respectively).

Notably, the inclusion of mobile in the media plan was particularly impactful for brand consideration, with exposure on mobile proving to have the highest uplift of all platforms measured (i.e. print, online).

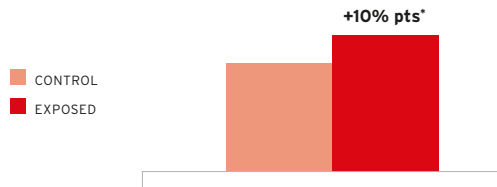
PURCHASE INTENT (VERY LIKELY & LIKELY)



PURCHASE INTENT

The campaign showcased efficacy in lifting purchase intent (intention to next purchase flights with Virgin Australia), with mobile campaign exposure driving a **6% point** uplift.

BRAND RECOMMENDATION (TOP 2 BOXES)



BRAND RECOMMENDATION

Campaign exposure on mobile helped drive a significant uplift in brand recommendation (those likely to recommend Virgin Australia over other domestic airlines) of **10% points**. Interestingly, those exposed to the campaign on mobile had the highest uplift in brand recommendation when compared to all platforms measured in this research (i.e. print, online).