

# High FedEx Ad Recall by Target Business Passengers

## THE DETAILS:

FedEx wanted to measure reactions to their latest campaign from their target audience of SMEs. Eye Airports commissioned research involving face to face interviews with passengers flying from Manchester Airport's Terminal 3, a significant proportion of whom are travelling on business.

Activity ran on the T3 Banner (shown) and key large format external sites within the airport. In a crucial gauge of effectiveness, there were no sites in the departure lounge where over 70% of passengers were surveyed. The results were extremely positive.

## RESULTS:

- All 207 passengers surveyed (deliberately) were **travelling for business**
- 44% of those were **managerial, director or MD level**
- Brand recall saw **95%** having seen/heard of FedEx and with **2 in 3** attributing this to **seeing advertising at the airport**.
- When prompted with an image, **75%** recalled seeing the campaign.
- **84%** agreed it was a good environment for FedEx to advertise in
- Open-ended brand descriptions included **“Professional”, “Trustworthy”** and **“Reliable”**.
- **93%** of those surveyed who had also used FedEx in the last 12 months would consider using them in the future. **66%** of those who hadn't used FedEx in the last 12 months **would now consider using them**.

## KEY FACTS

Client: FedEx  
Date: November 2014  
Campaign: FedEx  
Location: Manchester Airport  
Target Market: SMEs