

Thomson Reuters' "Hyper-Mega" Campaign

Objective:

- > With strong name recognition, but limited understanding of capabilities, Thomson Reuters sought to align their brand name with "The Answer Company" amongst targeted consumers.

Execution Details:

- > Grand Central Terminal's foot traffic patterns were analyzed and confirmed it was a "hyper-mega" platform to reach finance, legal, tax and accounting professionals at scale.

Results:

Increased Brand Awareness

- > 400% increase in top-of-mind awareness.
- > 129% increase in unaided recall.
- > 175% increase in association of Thomson Reuters with "The Answer Company."

Increased Engagement Metrics

- > 122% increase in digital display CTR.
- > 64% decrease in cost-per-click.
- > 427% increase in social clicks.
- > *"We observed a lot of internal Thomson Reuters folks taking selfies with the work and posting their shots to social media," Schwartz says. "As an industry, we are always in such a rush to prove ROI in terms of customer acquisition. But, you cannot underestimate the power of pride greater advertising has with generating ROP- return of pride."*

