

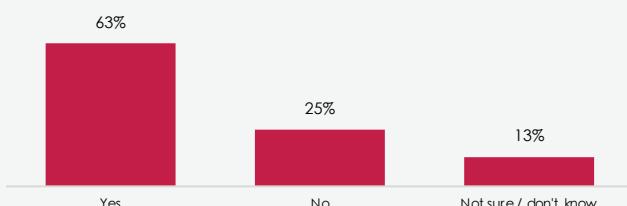


Wrapped Buses

In a departure from our usual survey format, this month our Northern Ireland urbanites shared their thoughts and opinions on bus advertising in Northern Ireland and wrapped bus advertising in particular. Here's a snapshot of what they told us...

Wrapped bus recall

61% Recalled seeing wrapped bus advertising in Northern Ireland (for any brand or company) in the past 6 months



Wrapped bus impact

74%

Think that the size of wrapped bus advertisements makes them impossible to ignore

57%

Think that wrapped bus advertisements stand out and are very eye-catching

23%

Love seeing wrapped bus advertisements when out and about in their town and city

Wrapped bus nostalgia

60%

Recalled seeing a Northern Ireland wrapped bus advertisement from days gone by (Shown on the right) – making wrapped buses iconic and memorable!



Wrapped bus brand benefits

44%

say, if done right, wrapped bus advertising can be iconic

41%

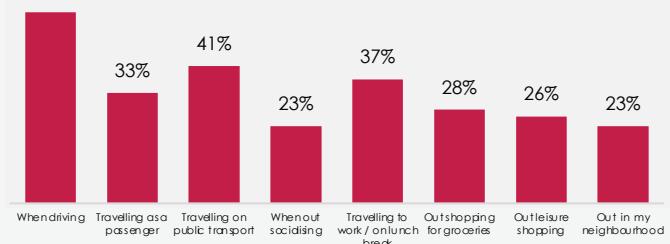
think wrapped bus advertising makes brands more memorable

35%

say wrapped buses are a great way to get people talking about brands

Wrapped bus occasions

Our NI urbanites told us on which occasions they notice wrapped buses...



TALKING ABOUT A WRAP

17%

would mention / talk to someone else about it, if they saw a wrapped bus when out

ADDED INTEREST WRAPPED UP

21%

think that wrapped bus advertising makes our towns and cities more vibrant and interesting

WRAPPED BUS: THE SPECIAL EFFECT

27%

described wrapped bus advertising as special, unique making them stand out even more!

For more insights and opinions visit:

workshopplay.ie/opinions