



# ALL EYES ON BUS



In a **covert operation**, we went **undercover**  
to **decipher** the movements of the bus  
audience in today's evolved society.

ALL EYES  
N BUS





In March 2024 we set out to **crack the case**  
by inviting members of the public  
to join our **investigation**.

ALL EYES  
 N BUS

  
global




We asked those working, shopping and playing in Northern Ireland's two largest cities to keep **vigilant** and help us retrieve the necessary **evidence**.

ALL EYES  
 N BUS

  
global





We've logged all **T-Side tipoffs** and  
interrogated the data submitted by our  
**Superside supersleuths.**  
We can now present to you our classified  
**Audience Intelligence Report.**



# Solving the case

ALL EYES  
ON BUS



# The Concept

## CAMPAIGN

### CALL FOR EYEWITNESSES

Campaign across four key bus formats in two major NI cities (Belfast & Derry)

Raising awareness and driving traffic to AllEyesOnBus.com.

## MICROSITE

### PERSONS OF INTEREST REPORT TO ALLEYESONBUS.COM

Bus campaign drives traffic to the microsite explaining competition rules and allowing entry via quick online survey.

## SURVEY

### SURVEILLANCE REPORT

Audience members are asked to complete a short online question surveillance report detailing what, where and when they saw the All Eyes on Bus campaign.

## INCENTIVES

### REWARDING SPECIAL AGENT SERVICES

To incentivise audiences to participate an incentive of a prize draw to win £500 worth of gift cards was offered.

## RESULTS

### AUDIENCE INTELLIGENCE REPORT

In addition to web traffic volumes showing bus driving an online response, we've collected insight into the latest mobility trends direct from the bus advertising audience.



# Campaign Summary

## 4 x bus formats

T-Sides, Supersides, Rears  
and Passenger Panels

(Greater Belfast medium weights but  
distributed across Greater Belfast and Derry)



## 2 x NI Cities

Belfast and  
Derry~Londonderry

## Cycle 6 2024

Monday 11<sup>th</sup> to Sunday  
24<sup>th</sup> March



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**For the full results  
please contact us**

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 N BUS

