



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
ON BUS

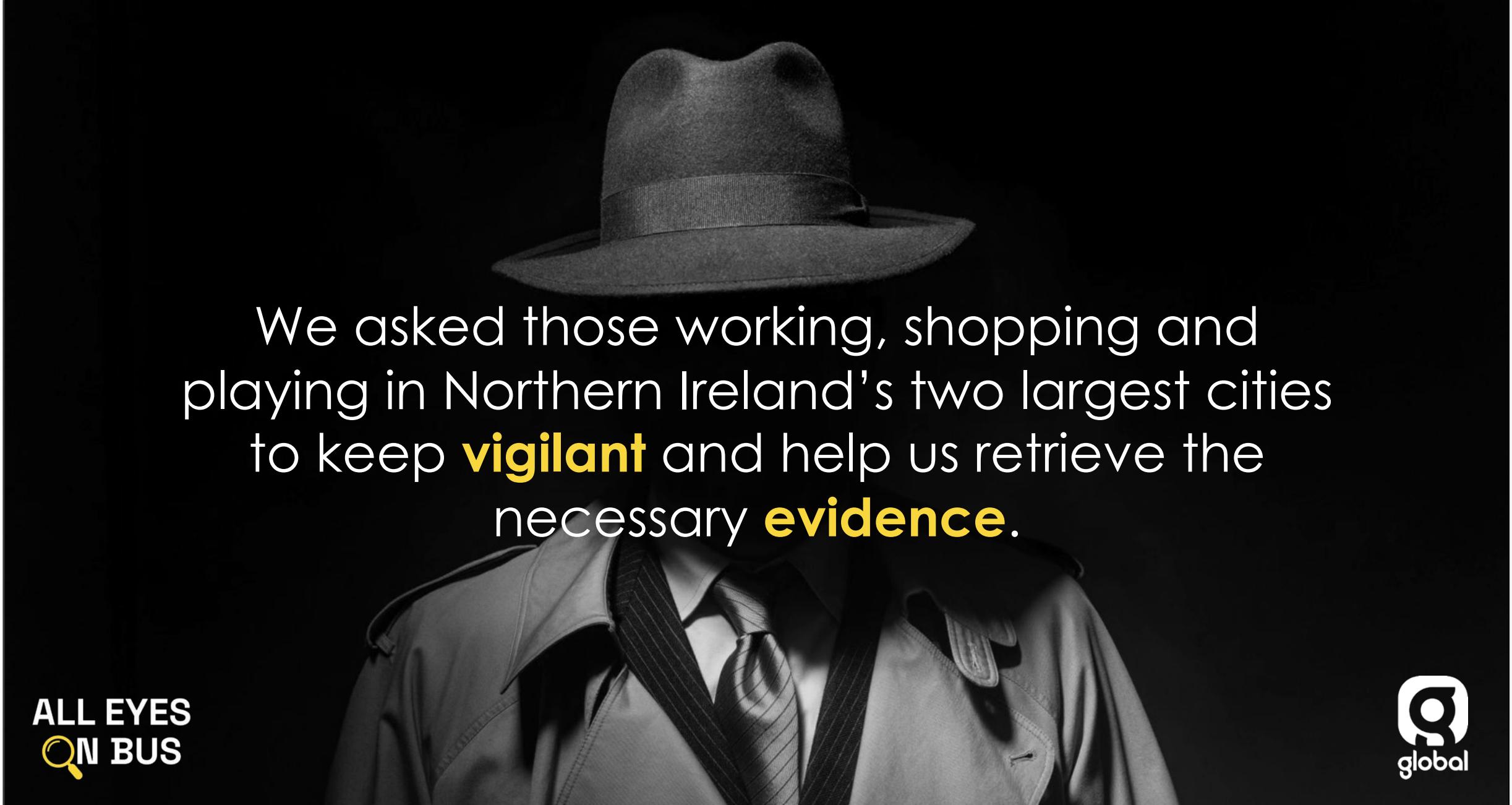




In March 2024 we set out to **crack the case**
by inviting members of the public
to join our **investigation.**

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

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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.

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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.

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Campaign Summary

4 x bus formats

T-Sides, Supersides, Rear
and Passenger Panels

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



2 x NI Cities

Belfast and
Derry~Londonderry

**ALL EYES
ON BUS**

Cycle 6 2024

Monday 11th to Sunday
24th March



 **global**



For the full results
please contact us

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