

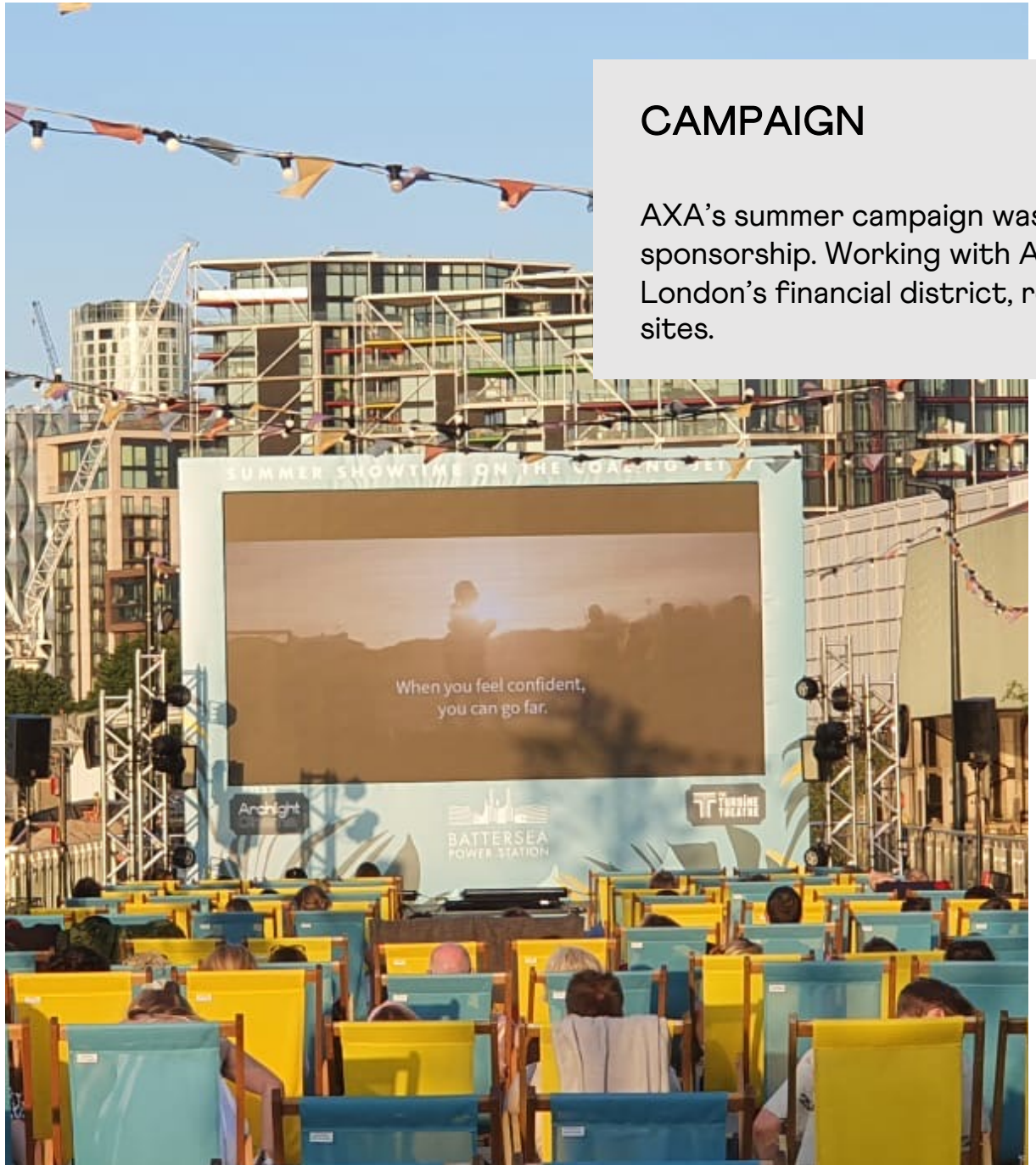
C-Screens Summer Live: AXA Case Study

THE BRIEF:

AXA wanted to reach an affluent audience for the first time after the UK's lockdown in 2021. Using premium sporting content to compliment it's linear TV campaign.

Campaign period:
2nd July – 31st August 2021





CAMPAIGN

AXA's summer campaign was a great example of how a spot campaign can turn into a sponsorship. Working with AXA we created a bespoke site sponsorship in the heart of London's financial district, reinforcing this with a national spot campaign across all C-Screens sites.

Spitalfields is a very trendy area with various banks and high-end business catering to a wealthy audience, all of which are excellent prospects for AXA products. C-Screens advised AXA to amplify their brand and boost the strength of their campaign with an eye-catching wrap at the Spitalfields site, meaning the AV spot gave AXA a strong presence around all live sporting activity during July and August.

The sponsorship enabled AXA to maintain an ongoing dialogue with sports-loving consumers via fixed branding, sponsorship idents and 30-second spots across the summer. Having AXA branding created a positive brand association while promoting a feeling of escapism. Providing an enjoyable experience for people taking a break from busy working life to enjoy Wimbledon, Tour De France, Cricket and other sports over the summer.

DELIVERY

19.7 Million Adult Impacts
13.34 AV Ratings (ABC1)

RESULTS:

The client was incredibly happy with the results they saw for the duration, extending the length of the campaign because of the high audience engagement.



21%

Over-delivery of impacts across the length of the campaign

6

Sites UK-wide

31

Days campaign was extended as a result of successful first run