The DND Flyway is a compelling landscape for outdoor media campaigns given the profile of the regular commuters on the stretch. A Times OOH-AC Nielsen Study on the DND commuter profile has thrown up interesting findings. Nearly 90% of the commuters interviewed for the survey belonged to the Top SEC (A1 & A2). 70% of them were in the 20-30 age group and use advanced gadgets. Nearly all of them could recall the brands advertised along the Flyway.

Profiling the commuters on DND Flyway

Prepared for : Times Innovative Media

Prepared by : The Nielsen Company

April 2009

Background

- to understand the demographic profile of the consumers who are exposed to their Outdoor Media –
- Hoardings,
- Billboards,
- Neon Light Displays etc.

- to understand the level of interaction –
- with the outdoor media the consumer is exposed to
- recall of the outdoor media the consumer is exposed to

Research Objective

The study aims to understand the following:

- For the regular commuters of the DND

1. Demographic profile
2. Their level of recall of the communications on the DND

3. The quality of traffic crossing the DND

Research Design

1. To capture demographic profile of commuters

- Face to Face interviews with commuters –
- More than 300 interviews were administered to executives in parking lots, nearby outlets etc. of offices across 10 locations in Noida

- To understand the quality of traffic on the DND Flyway
- Observation on the DND flyover (Over 3400 vehicles)

Research Findings

At a Glance……

The DND flyover regular commuter –

- belongs to the Top SEC (A1 and A2) – 90%
- The upper (SEC A1) is the more frequent user of the DND

- owns technologically advanced gadgets
- is young (20-30 years) ~70%
- is primarily male
- Primarily vocational graduates / post graduates (over 90%) working professionals (~90%)

- More than half are single
- Near universal (99%) spontaneous recall of one of the products being displayed on the DND flyover; Only 1% fail to recall any brand at a spontaneous level
- 2+ commuters per vehicle on the DND offers an opportunity to target multiple commuters for each vehicle

Outdoor media on DND can be used effectively to communicate to the up market, young, professionally advanced TG