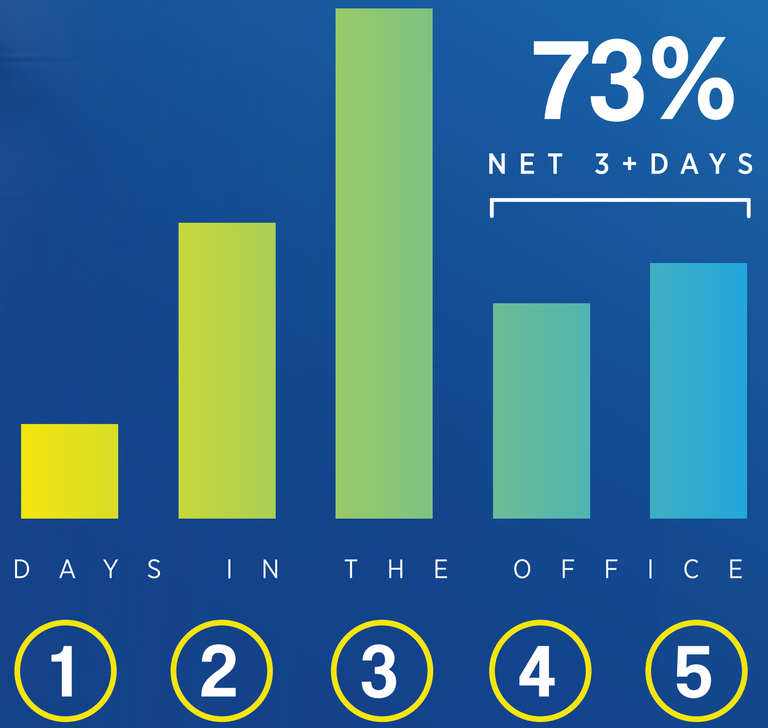
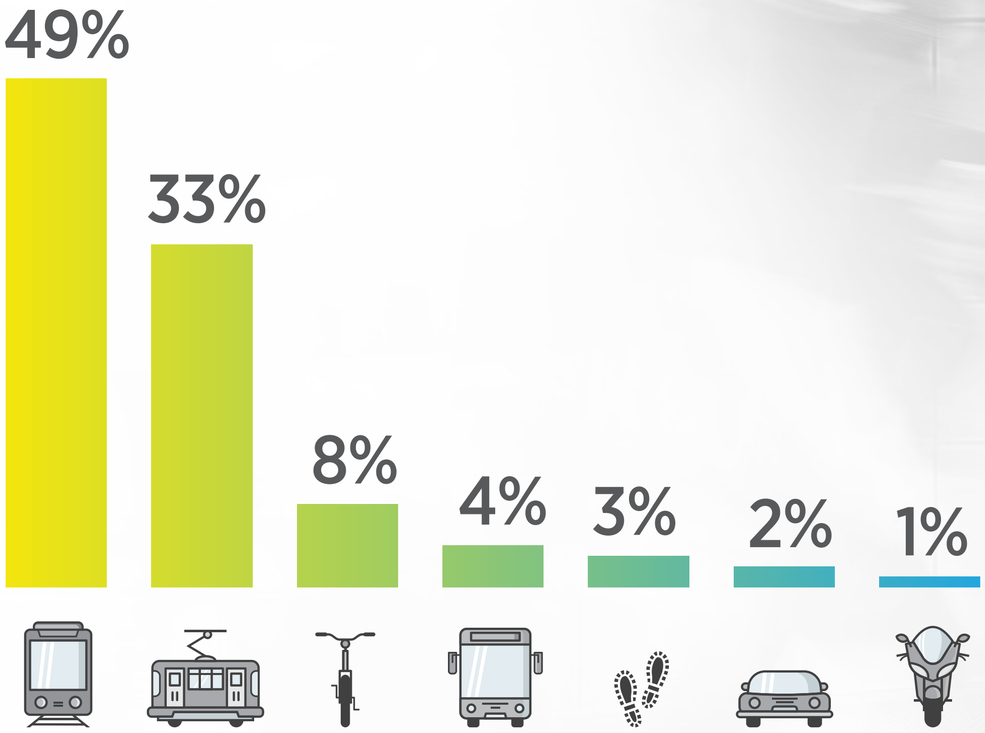
ECN
NEXT STOP: ECN
life
lives
here.
Marketing campaign with financial
climate contribution
ClimatePartner.com/16644-2110-1001

Commuting is a part of life

For 3-4 days each week, the office is the destination for many.





8 in 10

office workers use public transport with an average commute time of 44 mins.

Those with a short (<20 min) commute are 2X more positive (HINT: less than 10% have a short commute).

Is our “commuting mood” different to our “office mood”?

Does reaching people when they’re in a positive mood boost the likelihood they notice and believe advertising on ECN screens?

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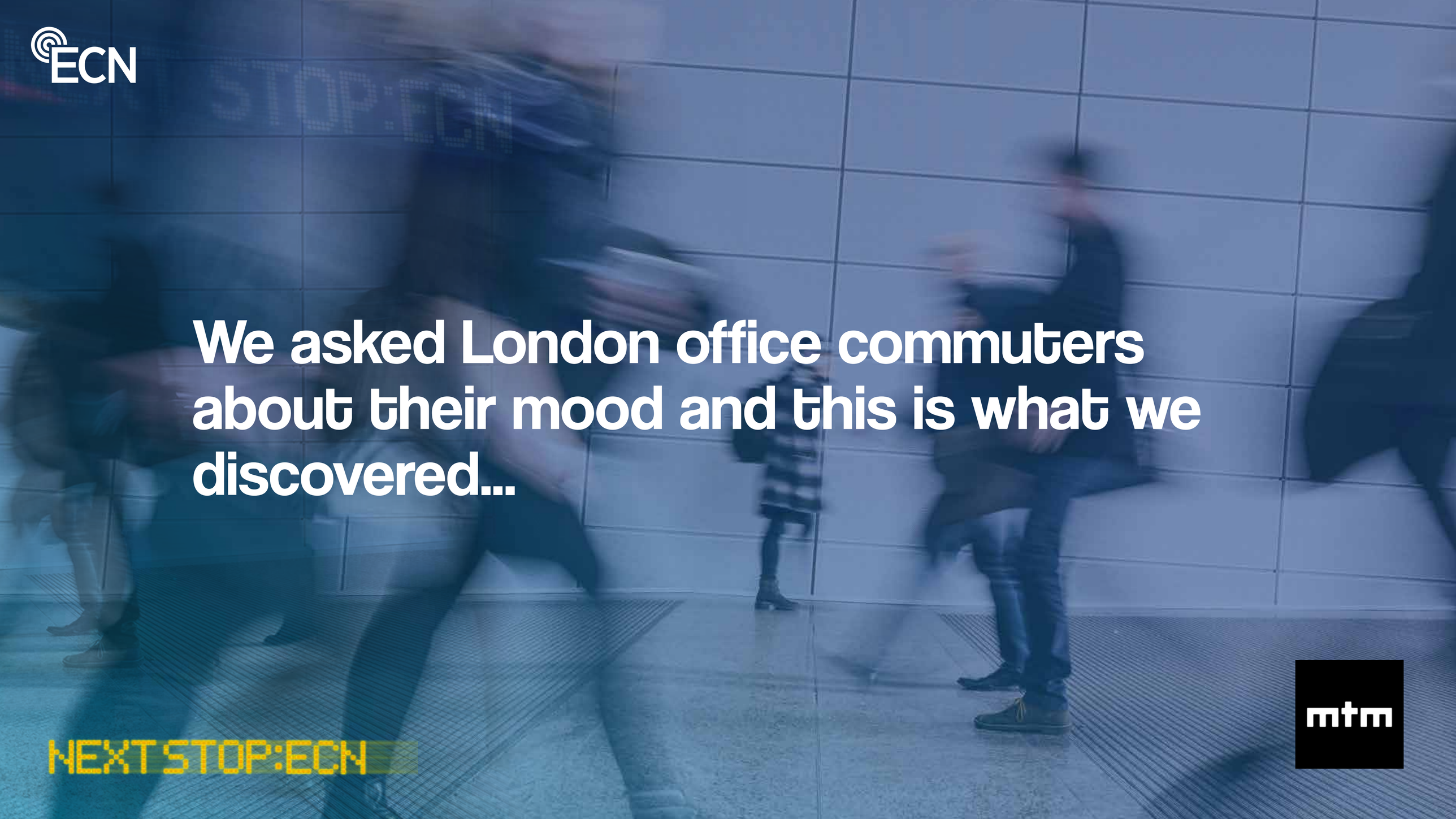
Mood matters.

Previous research highlights:

- Brand preference is higher when people are in a positive mood (Batra 1990)
- Happier audiences are more likely to recall advertising (Bronner 2007)
- Positive audiences are more likely to buy an advertised product (Hearst UK 2019)


ECN
We asked London office commuters about their mood and this is what we discovered...
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mtm

Our office mood is a very different shade to our commuting mood.

Alert

Zoned Out

← Negative — Positive →

Mindset

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The office mood is more

alert

+90%

Which increases the likelihood of **recognising** ECN screens by

34%

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The office mood is more

positive

+73%

Which increases the likelihood of **acting** after seeing advertising by

22%

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ECN
9°
DRY. CLEAR INTERVALS
WEATHER 9°C
FORECAST
WEDNESDAY 10°C 3°C
THURSDAY 8°C 2°C
FRIDAY 9°C 6°C
SATURDAY 10°C 4°C
The office mood is more
energetic
+150%
Which increases the likelihood of
acting after seeing advertising by
32%
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73%

find ECN content useful

The advertising surrounding it is perceived as more believable compared to other OOH

+100% more **trustworthy**

+52% more **informative**

+50% more **relevant**

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ECN

60%

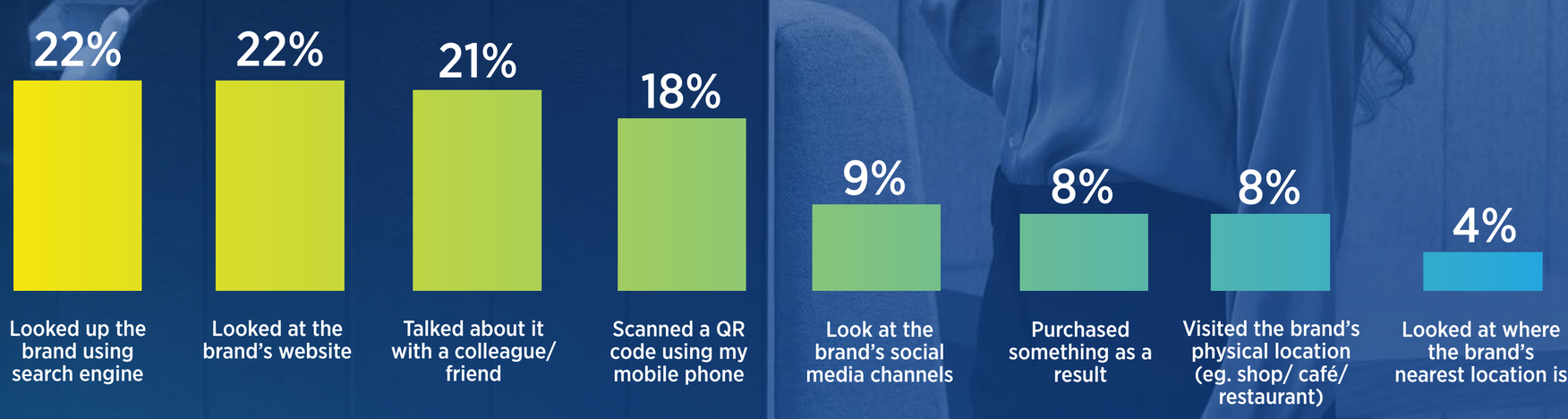
took some form of action after seeing ECN advertising

The office mood is

5x more social

Offices are social places which encourage conversation, recommendations and action.

ACTION TAKEN HAVING SEEN ADVERTISING



Source: MTM x ECN: Power of the Office Survey. B3a: We now want you to think about any action you may have take as a result of seeing advertising on the digital screens from ECN. Which, if any, of the following actions have you done as a result of seeing advertising on these screens?
Base: Those who saw advertising on an ECN screen (471)

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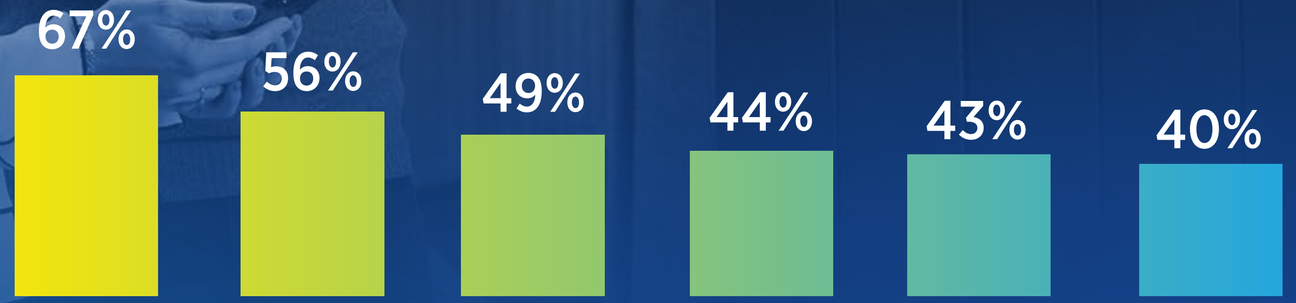
And if the advertising message is contextually relevant, office commuters will respond positively towards brand or performance ads.

LIKELIHOOD TO TAKE ACTIONS AFTER SEEING CONTEXTUAL ADS ON ECN SCREENS



Source: MTM x ECN: Power of the Office Survey. QB5: 'For each of the following, how likely would you be to take action if you saw this on the digital screens in the office?'
Base: All office attendees (383)

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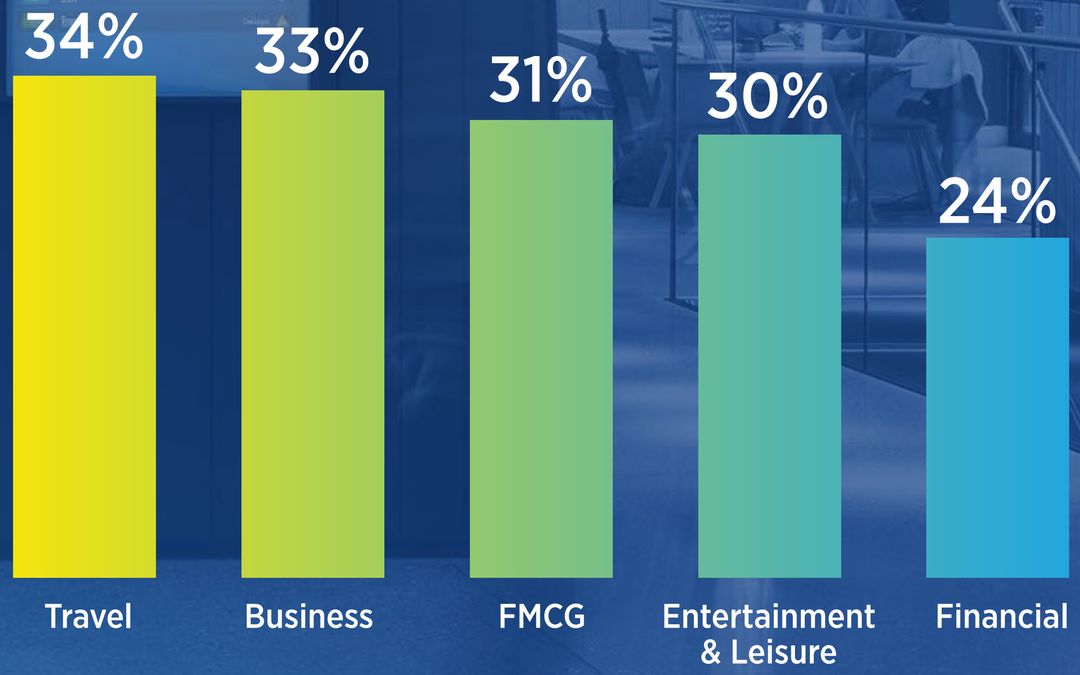
Our office mood welcomes a diverse range of business and consumer advertising products



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For brands wanting to reach commuters during their working day, ECN delivers a more receptive audience

1. The office mood is more positive, alert and energetic.

2. Which increases the likelihood advertising is recognised and responded to.

3. The office mood colours perception, with advertising seen on ECN seen as more trustworthy, informative and relevant.

ECN

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life lives here.

ExecutiveChannelNetwork.com

Marketing campaign with financial climate contribution

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