



Domino's Site Intercept, pre-post campaign



Project Background

Dominoes ran a campaign in August 2017 with the GAA and Pundit Arena. A pre-campaign and post campaign survey was run in order to measure brand awareness and brand association. This enabled Dominoes to assess how effective their association with the GAA was amongst their target audience and assess the effect advertising online can have on that audience's impulse purchasing behaviour. The survey was placed on the GAA section of Pundit Arena (Sports website), allowing Dominoes to reach their target audience instantly.

iReach Methodology

iReach ran integrated quantitative research to gain an insight into brand awareness amongst Dominoes' target audience. The research was done using Site Intercept Technology, a tool that we can use on websites to increase the online conversion rate. This technology was simply embedded on the Pundit Arena sports site and was live for 2 weeks pre-campaign and again for the post campaign, which altogether generated a response rate of over 1,000 people. Throughout the study we monitored response rates and device usage to ensure traffic was coming from a multitude of devices. We reached all audiences that use the site to obtain real time live feedback on exposure to the brand and advertising and measure effectiveness.



iReach Insights

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iReach Insights is the only agency in Ireland to have built our own research panels of 40,000 adult consumers and 9,000 business decision makers in ROI and NI. These exclusive iReach panels allow us to maximise value for our clients across all research methods to deliver deeper insights from better research.

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