## **CAMPAIGN EVALUATION STUDIES**

PATTISON conducts Campaign Evaluation studies for a variety of brands, businesses and OOH formats. Our studies **measure Ad Recall and Creative Perceptions** as well as **Brand Affinity, Brand Consideration, Call to Action** and **Future Purchase Intent**. Finally, a variety of **Consumer behaviours** that are a result of exposure to the Out-of-Home campaign are evaluated.



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