

# WRAPPR

## Shifting ingrained brand perceptions in only three months

### Insurance Industry Brand Uplift Study



One of Australia's largest insurers leveraged wrapped Electric Vehicles to promote a relevant insurance message with 360° wrapped vehicles.

Wrappr advocates who own EVs were selected because of their unique ability to reach other EV owners and their movement and concentration in the brands target areas. The campaign exposure was 370% skewed towards EV owners, compared with the general population, and the brand uplift results demonstrate the enormous impact that this had when combined with the right message context.

Attribution modeling, independently conducted by Lumos and Cint, was used to measure uplift in the exposed audience against an unexposed control.

### Campaign Details

3 Months  
3 Advocates  
Sydney  
Full Wrap



### Uplift on Key Brand Metrics

Consideration Uplift **26%**

Recommendation Uplift **17%**

Purchase Intent Uplift **12%**