

Consumer Research: Kijiji

Aimed at specific target audiences in the Greater Toronto Area, this OOH campaign set out to show what really inspires people to search for cars on Kijiji. Commuter patterns and demographic data mapping was used to place the creative executions (9 in total) in contextual environments and targeted neighbourhoods. (e.g. Busy Mom targeted creative in Leaside and GO Transit stations; Student targeted creative adjacent to campuses and popular bars; Affluent male targeted creative on the Gardiner, Bay Street etc...)



Media Agency: CloudRaker
Creative Agency: CloudRaker
Year: 2017

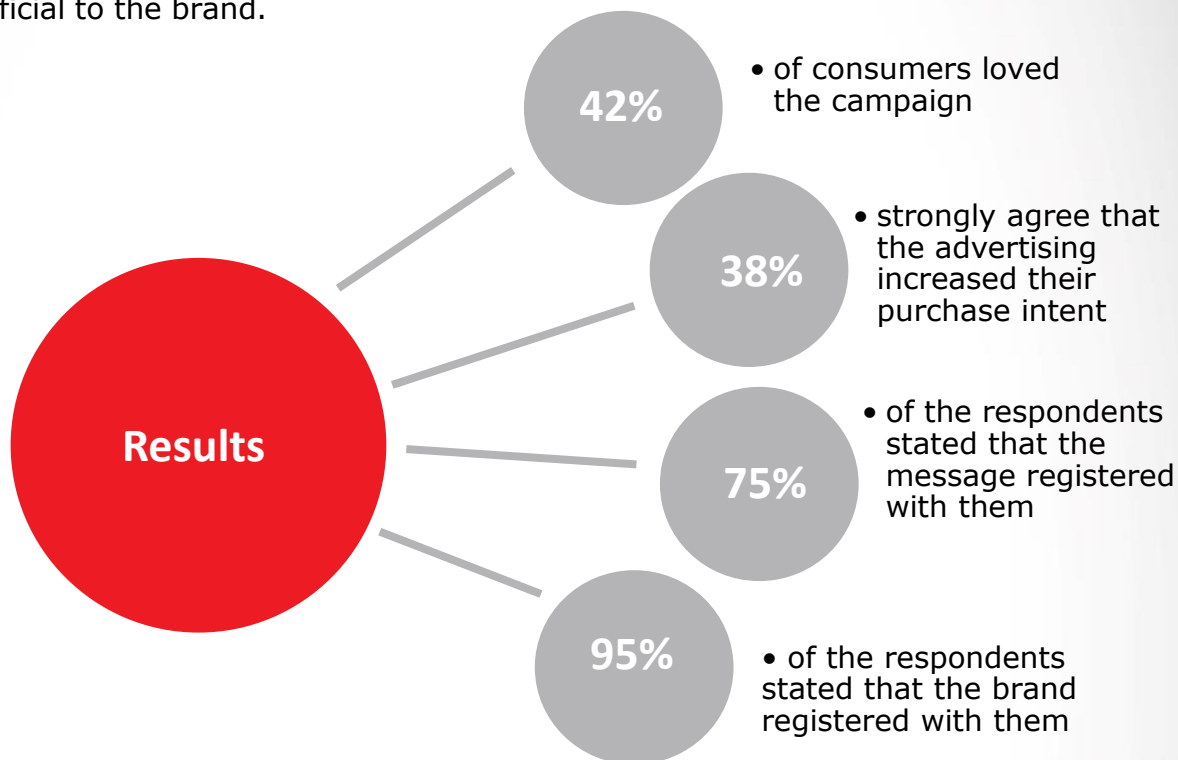


Research Sample

- 400 Adults 18-64
- Plan to purchase automotive next 6 months
- Market: Toronto

Main Message Key Feedback

- Strong brand identification. Some interpreted it as an ad to sell on Kijiji, some that Kijiji is a place to find anything... both subtle misinterpretations still beneficial to the brand.



▶ Consumer Comments on Main Message

“You can find economical cars on Kijiji”

“Selling second hand cars on Kijiji”

“Check out Kijiji for cars / trucks”

“You can save money, check out Kijiji”

Source: BrandSpark Consumer Panel 2017