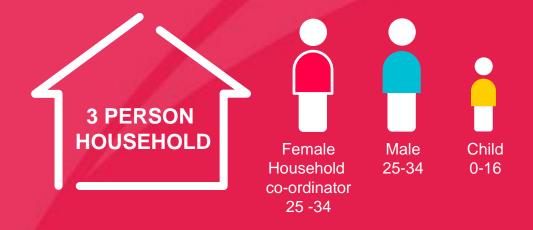


Case study: Virgin Mobile



Received Virgin Mobile Mailing

Sector TV / Broadband / Landline / Mobile

Format Upsell mailing

Information about products/services

2 people in the household

Frequency

Commercial actions

Content

Reach

14

Quadplay Average reach = 1.1 Average frequency = 3.8





Over the course of 21 days this couple interacted with the Virgin Mobile mailing 18 times all together. She was exposed to the piece 11 times and he was exposed 3 times. On day 5 he went into a Virgin store. The frequency of this piece is gathered through physical actions and not inferred commercial activity, so this piece has a frequency of 14. With an additional 4 commercial actions taken – phoned the sender, went in store and went online.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
3	4	5	6 Item arrived Open Read	7	8	9 Phoned sender
10 Read Went in store	11	12	13 Open Read	14	15 .com Read Went online	16
17	18	19	20 Put aside Read	21 Open Put aside	22	23
Put in the Went usual place online	25 Read	Threw away or recycled	21 days	28		