

# Case Study of the Montecasino Banner Recall on Twitter:

The case study aims to demonstrate the effectiveness of aerial advertising relating to the social media aspect, in particular Twitter, as well as the potential reach generated.

For questions or comments please email the proprietor at [info@sky-messaging.com](mailto:info@sky-messaging.com). Please feel free to distribute this report.



## SKYMESSAGING

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**Document Version 1.0**  
**Date: 07 January 2013**

## Contents

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<b>Preface.....</b>	<b>3</b>
Purpose.....	3
Campaign.....	3
The Banner .....	3
Reach .....	3
 <b>Photographs .....</b>	 <b>4</b>
 <b>Twitter Follower Increase.....</b>	 <b>5</b>
 <b>Flight Tracks and Twitter Responses – Flight 1 .....</b>	 <b>6</b>
<b>Flight Tracks and Twitter Responses – Flight 2 .....</b>	<b>9</b>
<b>Flight Tracks and Twitter Responses – Flight 3 .....</b>	<b>12</b>
<b>Flight Tracks and Twitter Responses – Flight 4 .....</b>	<b>14</b>
<b>Flight Tracks and Twitter Responses – Flight 5 .....</b>	<b>16</b>
<b>Flight Tracks and Twitter Responses – Flight 6 .....</b>	<b>20</b>
<b>Flight Tracks and Twitter Responses – Flight 7 .....</b>	<b>22</b>
<b>Flight Tracks and Twitter Responses – Flight 8 .....</b>	<b>24</b>

## Preface

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### Purpose:

The purpose of this research was to gather the consumer engagement effect of aerial advertising, after exposing the Montecasino banner for only twelve and a half hours (eight flights) to a select target market within Johannesburg.

### Campaign:

Montecasino completed eight flights comprising twelve and a half flights exactly. The hours were split up as follows:

05 November 2012	1.6 Hrs
06 November 2012	1.5 Hrs
12 November 2012	1.7 Hrs
13 November 2012	1.4 Hrs
15 November 2012	1.7 Hrs
16 November 2012	1.6 Hrs
20 November 2012	1.5 Hrs
21 November 2012	1.5 Hrs

**Total** **12.5 Hrs**

### The Banner:

The banner itself was a stitched banner, comprising 174m<sup>2</sup> (5.8m x 30m):



### Reach:

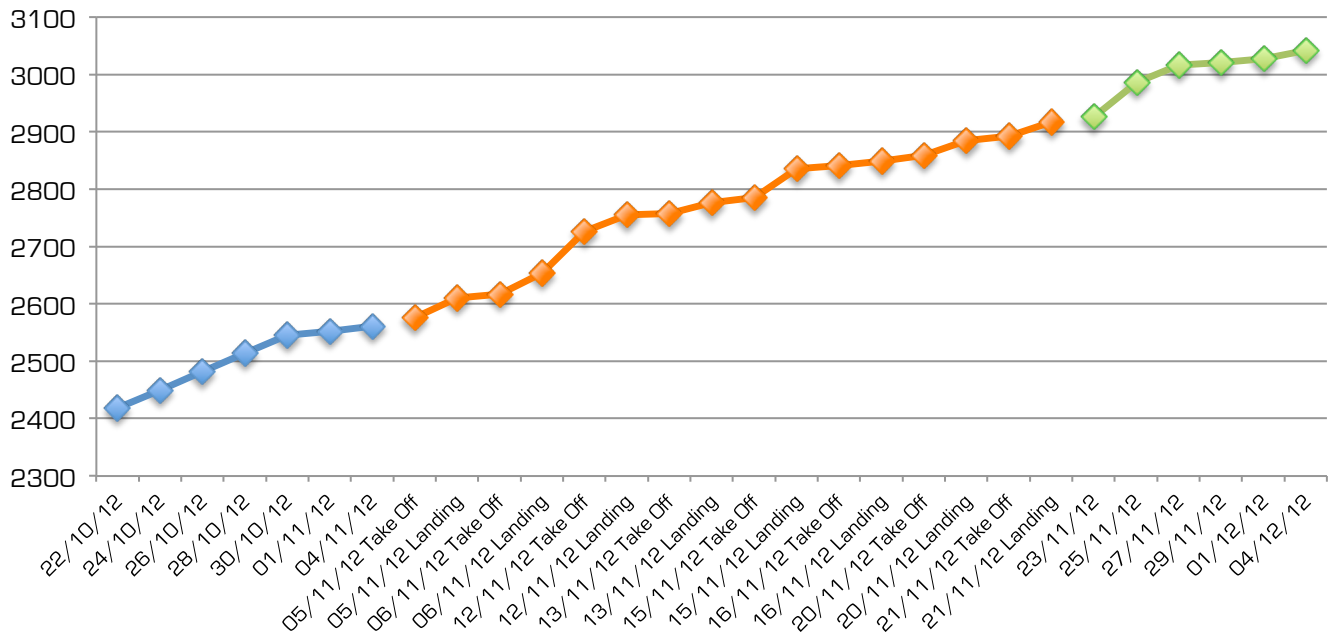
**The Montecasino aerial advertising banner had a potential reach of 34,578 followers on Twitter within a two and a half week period!**

## Photographs

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## Twitter Follower Increase



### Pre Sky Messaging

22/10/12: 2418  
04/11/12: 2561

**Increase of 5.9%**

### During Sky Messaging

05/11/12: 2576  
21/11/12: 2917

**Increase of 13.2%**

### Post Sky Messaging

22/11/12: 2926  
04/12/12: 3014

**Increase of 5.2%**

Per the above, the increase in Twitter followers was heavily accentuated by the presence of the Montecasino aerial banner, which tremendously aided the overall "Follow the Leader campaign".

Please note that the duration over which the samples were taken was daily over the course of two weeks for each segment: pre, during and post Sky Messaging.

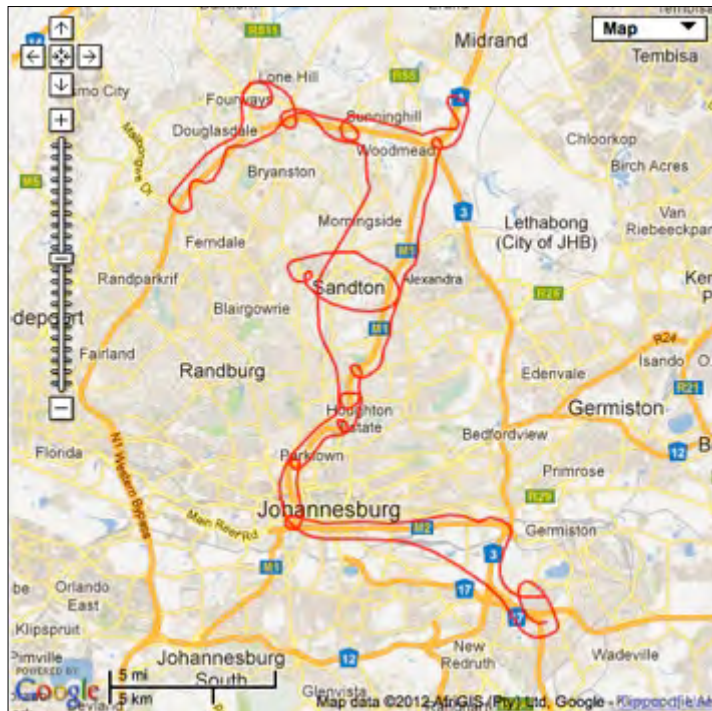
## Flight Tracks and Twitter Responses

### Flight #1

05/11/2012

Duration: 1.6 Hours






Take Off Time: 06:39



Pilot Comment:

*"Great clear day. M1 heavy and N1 Rivonia to Malibongwe heavily congested. Too many tweets to Mention!"*

### Twitter Responses:

- |  |                 |
|--|-----------------|
|  <p><b>Jason Lee Rogers</b> @Jlr_sharkman 1h<br/>Did anyone else see a flying @montecasinoza banner in the sky??<br/>Expand</p>   | → 645 Followers |
|  <p><b>Rowan Thiele</b> @RowanThiele 1h<br/>Did anyone else see the @montecasinoza banner in the sky ??? Or was I just imagining things ???<br/>Expand</p>                        | → 527 Followers |
|  <p><b>Niki Thiele</b> @nikitnoodle 1h<br/>"Am I seeing things or is there a plane in the sky with a huge @montecasinoza banner behind it?"<br/>Expand Reply Retweet Favorite</p> | → 14 Followers  |
|  <p><b>Devon Antony Thiele</b> @DevonThiele 1h<br/>Loving the banner this morning @montecasinoza<br/>Expand</p>   | → 584 Followers |
|  <p><b>Lara Oberholzer</b> @LaraObie17 54m<br/>Plane flying over magaliesieg area with a banner with a tweet on it. Can't read it though.. #justsaying<br/>Expand</p>             | → 309 Followers |



-  **John-carlos Atouguia** @jcatouguia 18m  
did you see the #skymessage for @montecasinoza this morning ?!?! Very cool !  
Expand → 54 Followers
-  **Dylan Cronje** @DylanCronje 36m  
Did you see the #skyMessage of @montecasinoza this morning ?! It was so cool !! @sanazee @peterpan88 @calvin\_copeling @DJGrobler  
Expand → 442 Followers
-  **Rowan Thiele** @RowanThiele 38m  
\*@DylanCronje: Did you guys see the AWESOME new @montecasinoza #banner in the sky this morning ?!?! :-D\* @peterpan88  
Expand → 527 Followers
-  **Dylan Cronje** @DylanCronje 42m  
It's Ossum@ :-P \*@RowanThiele: @DylanCronje did u see the @montecasinoza banner in the sky ????\*  
Expand → 442 Followers
-  **Devon Antony Thiele** @DevonThiele 1h  
\*@nikitnoodle: "Am I seeing things or is there a plane in the sky with a huge @montecasinoza banner behind it?" Its awesome  
Expand → 584 Followers
-  **Debbie Combrink** @DebeCoastle 1h  
@MONTECASINOZA I just saw it!! Too far away to take a pic!  
View conversation → 113 Followers
-  **\*Busi\*** @Boo\_C1 45m  
@MONTECASINOZA spotted and following.....  
Hide conversation Reply Retweet Favorite  
8:04 AM - 5 Nov 12 · Details → 70 Followers
-  **Coenraad Middel** @CoenMiddel 2h  
@skymessaging Best marketing gimmick ever. #montecasinosaza  
from Potchefstroom, North West Reply Retweet Favorite → 13 Followers
-  **Ruan Bezuidenhout** @RuBez1 2h  
Great to see the @MONTECASINOZA banner flying this morning! Thanks to @skymessaging for bringing back banner flying to the north! #bestads  
Expand → 63 Followers

**MONTECASINO** @MONTECASINOZA 2h  
 Twihards see the complete #Twilight Saga – all 5 films, back to back @numetro 15 November 2012 including Breaking Dawn Part 2!  
 Expand Reply Retweet Favorite

**Kelso** @djksosa 2h  
 @MONTECASINOZA now I wish that plane would crash into @numetro  
 Hide conversation Reply Retweet Favorite

5:24 PM - 5 Nov 12 · Details

→ 59 Followers

**Hasmita Nair** @Hasmita 6h  
 @montecasinoza Here's my entry for follow the leader- me having fun with some colleagues at Madame Zingara!  
 pic.twitter.com/DQjeMKO  
 View photo

→ 744 Followers

**Afsana-Zahra Carim** @sanazee 7h  
 @DylanCronje @montecasinoza @peterpann88 @calvin\_copeling @DJGrobler #skyMessage Danny and I spotted it this morn on the way to work :)  
 Hide conversation Reply Retweet Favorite

1 RETWEET

12:15 PM - 5 Nov 12 · Details

→ 76 Followers

**Isel** @Selbe5 9h  
 AWESOME banner @montecasinoza  
 Expand

→ 11 Followers

**Selwyn Giovanni** @SelWyn\_G 9h  
 Who else saw the @montecasinoza #skyMessage this morning?? Amazing!  
 Expand Reply Retweet Favorite

→ 138 Followers

**Wernich Hein** @peterpann88 10h  
 Awesome #skyMessage from @montecasinoza this morning. Did you see it as well? #spectacular @DylanCronje @RowanThiele @captcyle @sanazee @5FM  
 from Sandton, Gauteng

→ 338 Followers

**Kelso** @djksosa 11h  
 That @montecasinoza plane should do a backflip  
 Expand

→ 59 Followers

**Tarryn Jane Sparg** @TJSparg 12h  
 Cool @montecasinoza banner over Jhb CBD ! #CleverMuch  
 Expand

→ 4 Followers

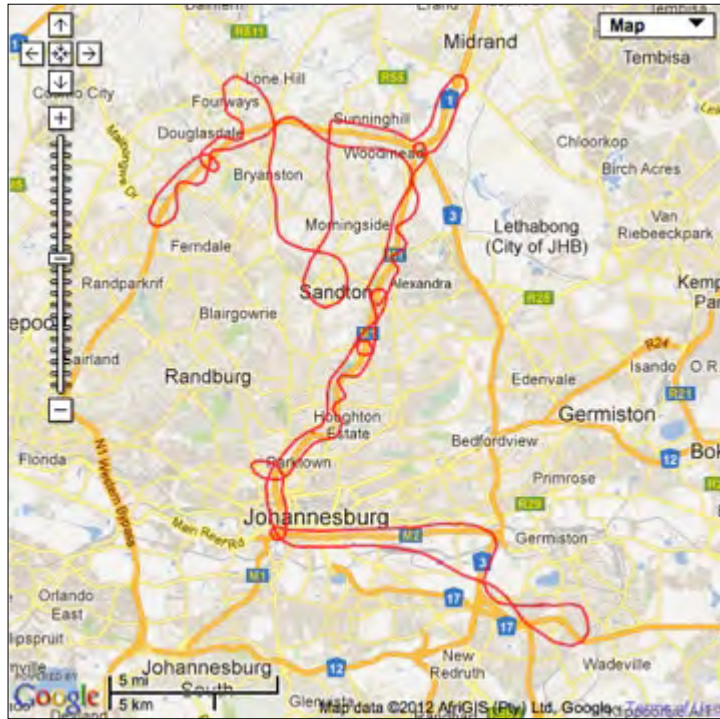


**Flight #2**

06/11/2012

Duration: 1.5 Hours

Take Off Time: 07:20



Pilot Comment:

*"Another highly successful flight.  
Great Twitter response, great traffic  
densities. Great result!!!"*

**Twitter Responses:**

19 Followers



27 Followers












4 Followers

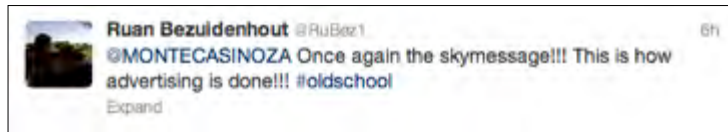


105 Followers



190 Followers

 <p><b>taurai manhungu</b> @tauramhhu 30m          @selwyn_g @montecasinoza yes i saw it  <a href="#">View conversation</a></p>	<p>→ 8 Followers</p>
 <p><b>Thuli Xaba</b> @XTSNB 3m          @MONTECASINOZA Just saw your banner! Lovely  <a href="#">View conversation</a></p>	<p>→ 13 Followers</p>
 <p><b>Lara Oberholzer</b> ❤️ @LaraObie17 8h          @skymessaging saw a banner flying over bryanston/4ways-ish area this morn (5Nov) @8:am. Defs got my attention.. The sky isn't the limit hmmm  <a href="#">View conversation</a></p>	<p>→ 309 Followers</p>
 <p><b>Isel</b> @Seibel5 5h          Great way of advertising with banner! @MONTECASINOZA  <a href="#">Expand</a></p>	<p>→ 11 Followers</p>
 <p><b>Dylan Cronje</b> @DylanCronje 3h          @MONTECASINOZA #skyMessage :-:) <a href="https://pic.twitter.com/4P2MUMfl">pic.twitter.com/4P2MUMfl</a>  <a href="#">Hide photo</a> <a href="#">Reply</a> <a href="#">Retweet</a> <a href="#">Favorite</a></p>  <p>1:05 PM - 6 Nov 12 · Details <a href="#">Flag media</a></p>	<p>→ 442 Followers</p>
 <p><b>Meggy</b> @Meg_Eckert 4h          @MONTECASINOZA spotted the banner this morning over the M1/Oxford. Pretty cool.  <a href="#">Expand</a></p>	<p>→ 769 Followers</p>
 <p><b>Lauren Kent</b> @LaurenK7 5h          @MONTECASINOZA great @skymessaging advertising this morning, fun to see advertising flying past your window. #likeaboss  <a href="#">Expand</a></p>	<p>→ 21 Followers</p>
 <p><b>LeeAnn Peters Pillay</b> @LeePetPill 6h          @MONTECASINOZA hope you got my entries!  <a href="#">View conversation</a></p>	<p>→ 69 Followers</p>



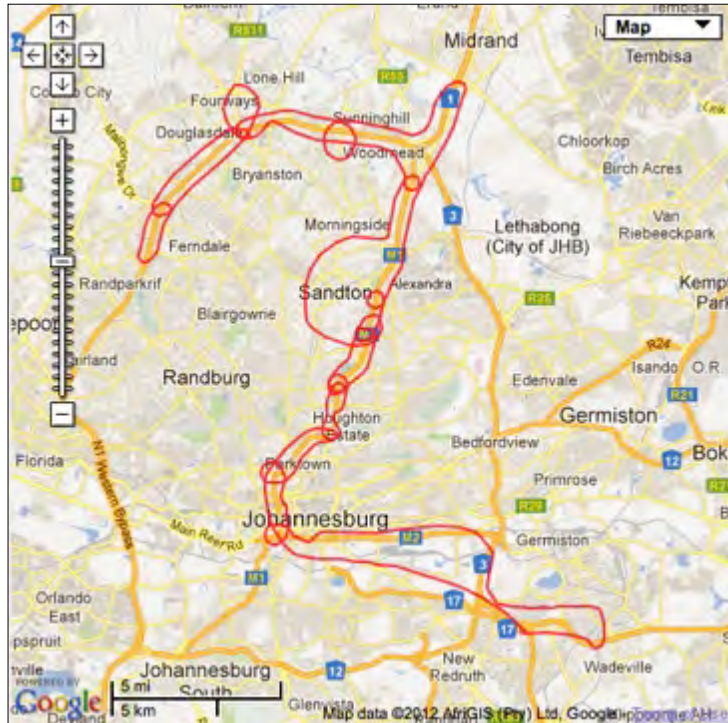
→ 63 Followers

**Flight #3**

12/11/2012

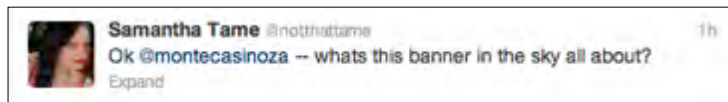
Duration: 1.7 Hours

Take Off Time: 07:07

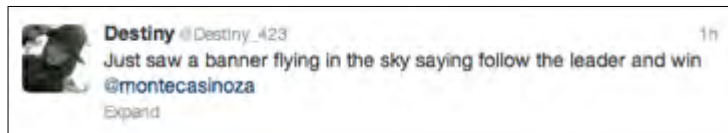


Pilot Comment:

"Many new users to the @Montecasinoza, and some tweets. M1 and N1 heavily jammed, Monday morning traffic madness."

**Twitter Responses:**

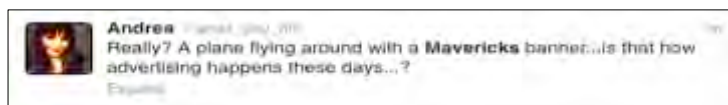
→ 305 Followers



→ 17 Followers



→ 6803 Followers



→ 1247 Followers



→ 630 Followers



**Kamini like harmony** @KaminiPather 50m  
"@MelAttree: Montecasino advertising their twitter handle on a sky banner...." ----> love big budgets without logic or savvy  
Expand

→ 2820 Followers



**ElijahTribe** @ElijahTribe1 1h  
Follow the leader and win @montecasino.za  
Expand

→ 77 Followers

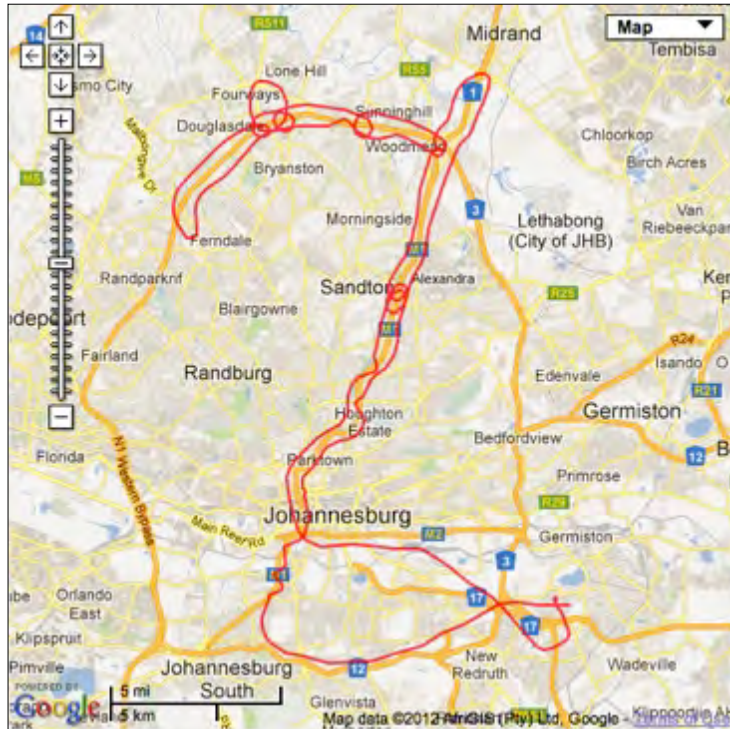


**Flight #4**

13/11/2012

Duration: 1.4 Hours

Take Off Time: 07:14


**Pilot Comment:**

*"Traffic on N12 heavy and M1! PTA traffic at Alendale heavy congested. N1 heavy. William Nicol road medium. Excellent Twitter response. Multiple tweets, multiple photos, exceptional outcome!"*

**Twitter Responses:**

→ 311 Followers



 **Nontoko Zondi** @ntokozc 1h  
Just saw a helicopter that says we must follow@montecasinoza to win!  
Expand


→ 202 Followers

 **Rick-Rack Cadillac** @irCadillac 1h  
"follow the leader and win @MonteCasinoZA" What do I win?  
[instrgr.am/p/R9XIf2M7G3/](https://www.instagram.com/p/R9XIf2M7G3/)  
Hide photo Reply Retweet Favorite




→ 842 Followers

"follow the leader and win @MonteCasinoZA" What do I win?  
Instagram @Instagram ·

 **Avon Middleton** @avonmiddleton 2h  
The morning has conquered again. Yes!!!! Have a top Tuesday!  
#Keep your eye in the sky for a @MONTECASINOZA #SkyMessage flyin around.  
Expand

→ 262 Followers

 **Mpuseng Thubelo** @MpusengT 2h  
@MONTECASINOZA jus saw the ad to join frm the helicopter...wht's in for me?  
Expand

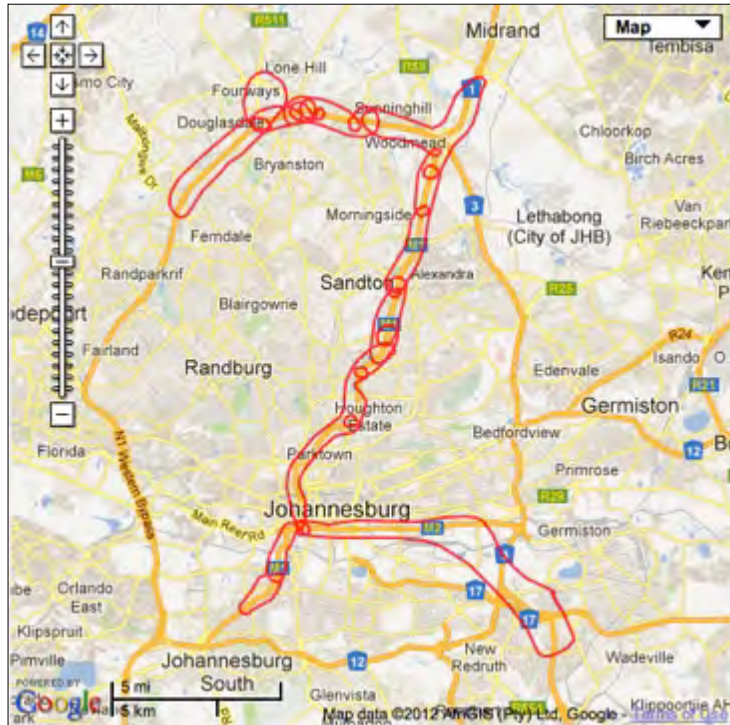
→ 14 Followers

**Flight #5**

15/11/2012

Duration: 1.7 Hours

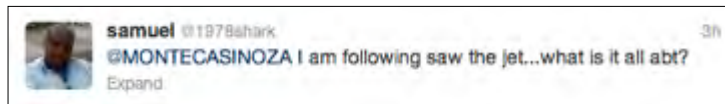
Take Off Time: 07:15

**Pilot Comment:**

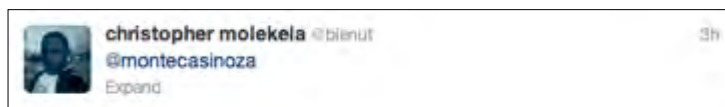
*"M2/M1 Int heavy traffic. N12 backed up to Soweto. M1 heavy traffic @ Malboro. N1 William Nicol to Malibongiwe heavy. Amazing social network response, for an amazing brand!"*

**Twitter Responses:**

22 Followers



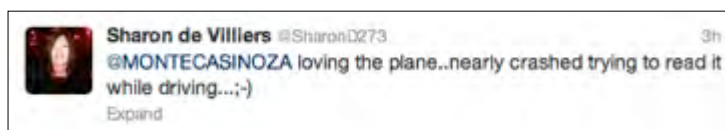
5 Followers



5 Followers



260 Followers



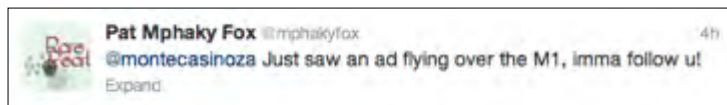
29 Followers



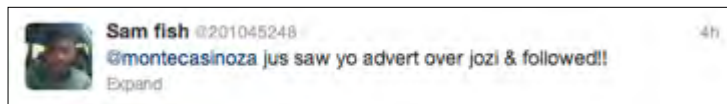
→ 211 Followers



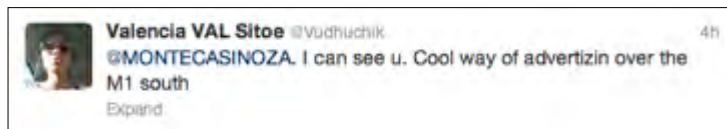
→ 129 Followers



→ 25 Followers



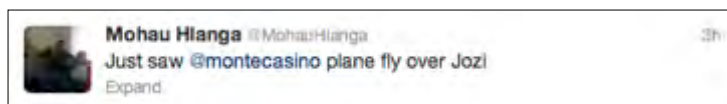
→ 26 Followers



→ 62 Followers



→ 14 Followers



→ 27 Followers

**Tamaryn Watkins** @ExMi 3h  
After seeing this for the 6th time I finally realized it's advertising montecasino. Humpf. [instagr.am/p/SCiRXpiBM9/](http://instagr.am/p/SCiRXpiBM9/)  
Hide photo Reply Retweet Favorite



After seeing this for the 6th time I finally realized it's advertis...

Instagram @instagram ·

8:29 AM · 15 Nov 12 · Details Flag media

→ 3240 Followers

**Zaahirah Bhamjee** @zaamissbowtie 3h  
@ExMi it's a little ridiculous. It's their Twitter handle isn't it?  
Expand

→ 1120 Followers

**KerryHaggard** @KerryHaggard 3h  
Sigh. Rephrase: @ExMi - that Montecasino ad is the epitome of bad wasteful, irrelevant, stupid advertising...  
Collapse Reply Retweet Favorite

8:39 AM · 15 Nov 12 · Details

Reply to @KerryHaggard @ExMi

**Sky Messaging** @skymessaging now  
@KerryHaggard @ExMi Read the case studies, then we speak :)  
43,380 followers reached in 2 weeks! Good luck doing that with ANY other medium!  
Expand

→ 1575 Followers



→ 701 Followers



→ 28 Followers

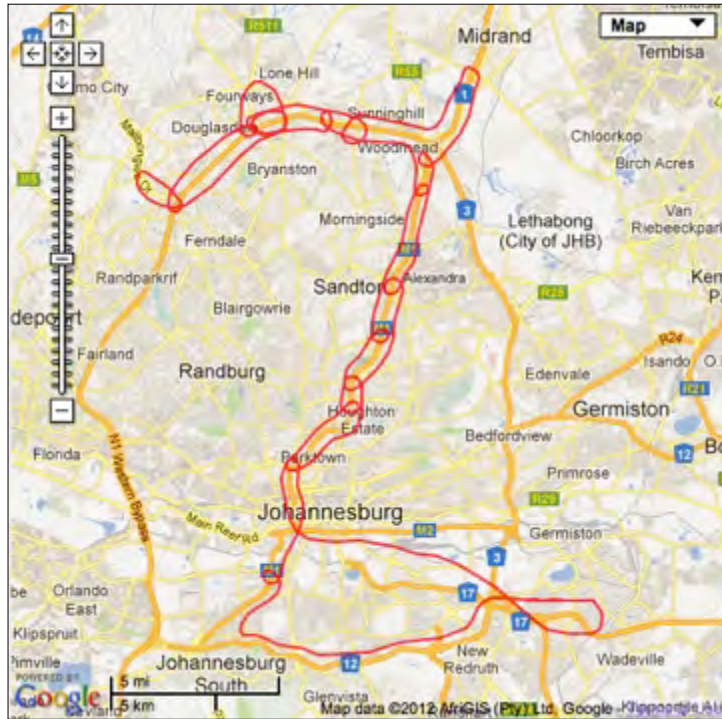


**Flight #6**

16/11/2012

Duration: 1.6 Hours

Take Off Time: 07:26



Pilot Comment:

*"Great way to end a successful week.  
All major routes congested."*

**Twitter Responses:**

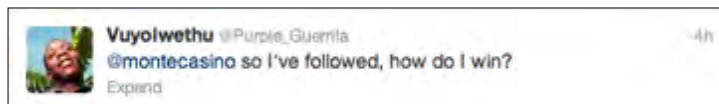
→ 24 Followers



→ 2841 Followers



→ 309 Followers



→ 45 Followers





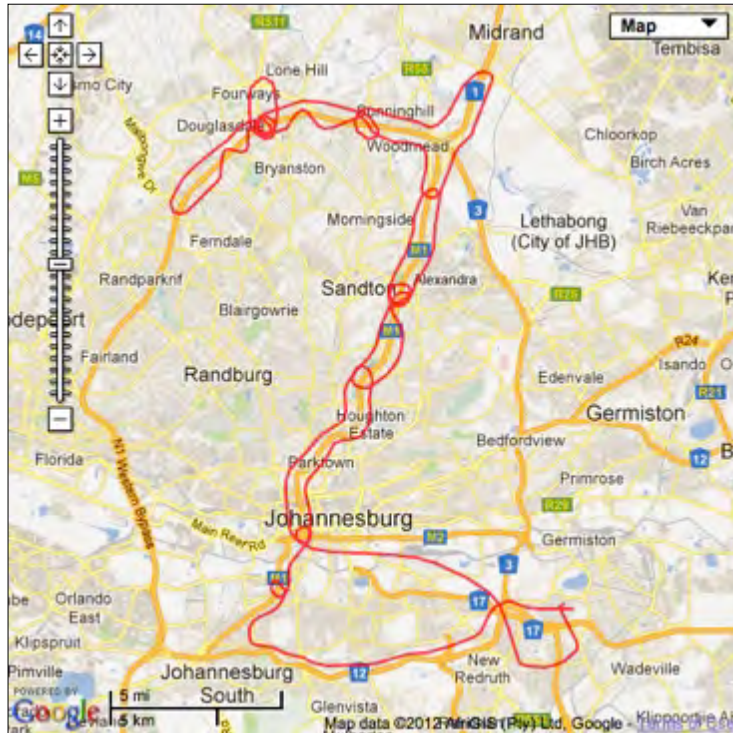
→ 24 Followers

**Flight #7**

20/11/2012

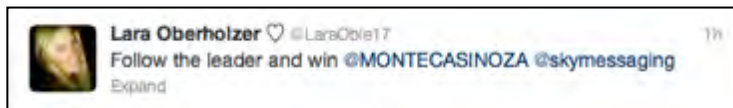
Duration: 1.5 Hours

Take Off Time: 07:14



Pilot Comment:

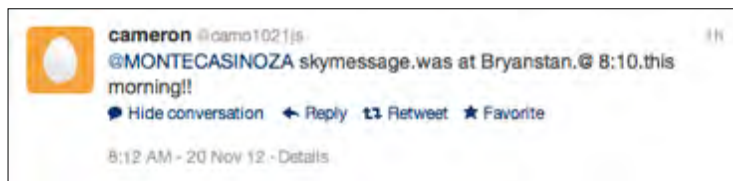
*"Total chaos on the N1! M1(N/S) heavy contested traffic. N1 Allandale medium. Good Twitter response."*

**Twitter Responses:**

→ 309 Followers






→ 200 Followers



→ 1 Follower



→ 309 Followers

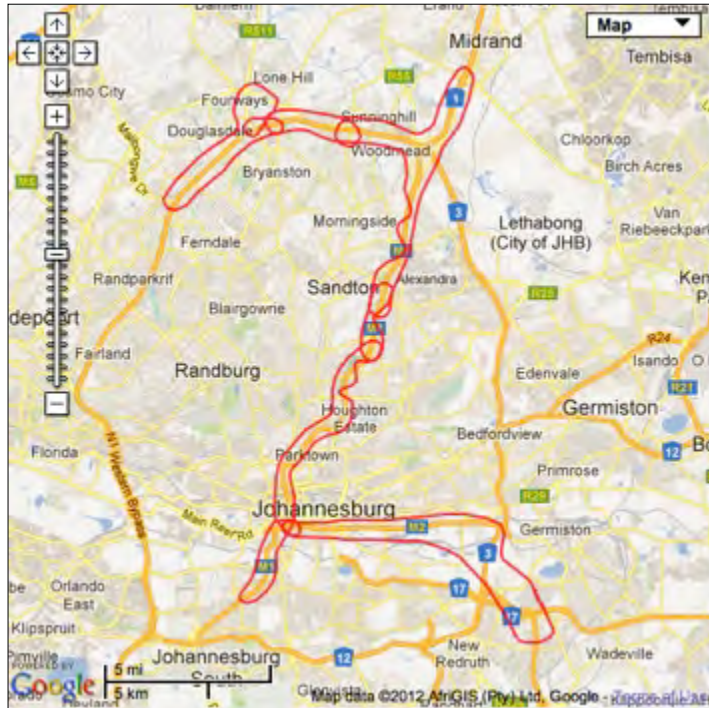
 <p><b>Olivia Teffo</b> @Olive01... Just did! What are we getting? :) RT @MONTECASINOZA: Look up, its a bird AND a plane. Have u spotted our #SkyMessage this morning. Expand</p>	→ 320 Followers
 <p><b>Sindi Hisbarbie</b> @SindiHisbarbie @MONTECASINOZA Just in box my details wait to hear the Good News*Happy*#GPsBEST Expand</p>	→ 32 Followers
 <p><b>Nareena Sallie</b> @Nareena_S Just followed @montecasino Expand</p>	→ 291 Followers

**Flight #8**

21/11/2012

Duration: 1.5 Hours

Take Off Time: 07:18




Pilot Comment:  
"Great traffic on all routes. Twitter  
buzzing."

**Twitter Responses:**


→ 8 Followers






**THIRUSHA CHETTY** @THIRUSHA143 2h  
 @montecasinoza saw ur plane to follw the leader :)  
 Expand

→ 8 Followers




**THIRUSHA CHETTY** @THIRUSHA143 2h  
 @MONTECASINOZA #SkyMessage #GPsBEST follow the leader  
 View conversation

→ 8 Followers




**THIRUSHA CHETTY** @THIRUSHA143 2h  
 @MONTECASINOZA #SkyMessage #GPsBEST  
 View conversation

→ 8 Followers




**Carla Gontier** @digital\_diva 1h  
 How green, @montecasinoza using an aeroplane banner to advertise. #twats  
 Collapse Reply Retweet Favorite  
 8:11 AM · 21 Nov 12 · Details


Reply to @digital\_diva @MONTECASINOZA




**Sky Messaging** @skymessaging 11m  
 @digital\_diva @MONTECASINOZA 43,380 pax reached and proven in two weeks. How many trees would you have to cut down for this?  
 Expand



**Sky Messaging** @skymessaging 4m  
 @digital\_diva @MONTECASINOZA Proven: 50 flights & 1/2 of CPT knows a new brand...  
 Expand




**Sky Messaging** @skymessaging 3m  
 @skymessaging @digital\_diva @MONTECASINOZA How many grams of nuclear waste are produced for these results on radio and TV? A lot more!  
 Expand




**Sky Messaging** @skymessaging 1m  
 @digital\_diva @MONTECASINOZA Plus Sky Messaging is completely paperless. How much have you printed in the last month? Do you cycle to work?  
 Expand

→ 556 Followers




**Deena Ralph Govender** @DeenaRalph 1h  
 High impact and amplification potential. Won't work for all brands though. @MONTECASINOZA #airplanebanner #impactmarketing  
 Expand

→ 128 Followers



**Deena Ralph Govender** @DeenaRalph 1h  
 Greater impact & improved visibility if only twitter handle displayed, aim is amplification @MONTECASINOZA #impactmarketing #airplanebanner  
 Expand

→ 128 Followers



**Deena Ralph Govender** @DeenaRalph 1h  
 Kudos to @MONTECASINOZA for flying twitter handle on #airplanebanner over congested Jozi highways during peak traffic #impactmarketing  
 Expand

→ 128 Followers



→ 26 Followers