

Luma  
Insight. Create. Inspire.

# Turkish Airlines '5 Senses with Dr Oz'

**CASE STUDY SNEAK PEEK**



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'The 2018 Superbowl saw a brilliant game play out between the Philadelphia Eagles and the New England Patriots. However, off the field, the battle between the big brands was just as intense. With 30 second slots costing upwards of US\$5 million, how did brands cut through to capture the hearts and minds of consumers?'

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## Background

Turkish Airlines is one of the largest airlines in the world, flying to approximately 300 cities. However, the airline's penetration in the US is relatively low. '5 Senses with Dr Oz' was designed to increase awareness and promote consideration of Turkish Airlines amongst the valuable North American market.

## The Solution

Evaluate whether '5 Senses with Dr Oz' was able to effectively cut through and communicate its message, whilst improving brand feelings towards Turkish Airlines.

Check out the ad [here!](#)



# The Results

## KEY PREDICTOR MEASURES



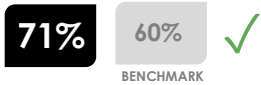
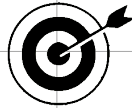
### CUT-THROUGH

Will the ad get noticed?



### BRAND FEELINGS

Does it strengthen brand feelings?



### MESSAGE TAKEOUT

What messages are communicated?

### BRANDING

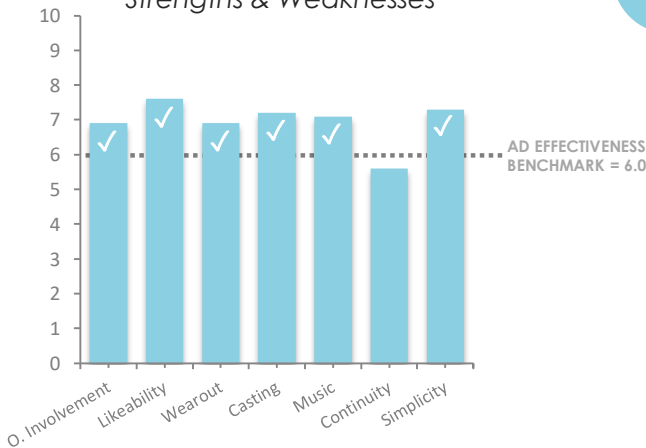
Is the brand the hero?



## DIAGNOSTICS

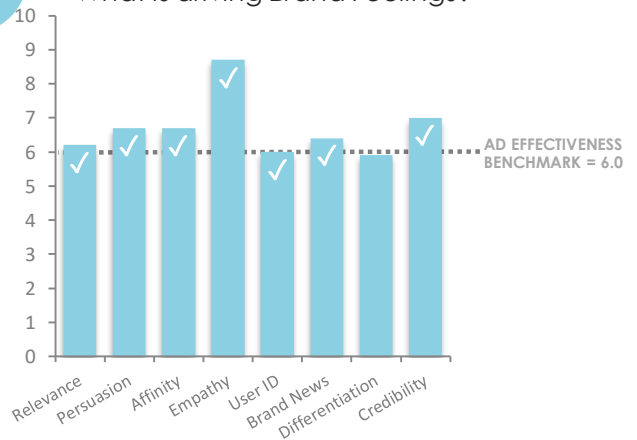
### Creative Diagnostics

Strengths & Weaknesses



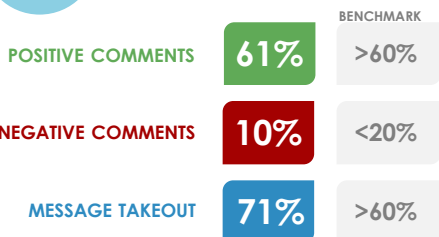
### Brand Diagnostics

What is driving Brand Feelings?



### Qualitative Analysis

What are they saying?



"Exciting and inspiring. It really makes you want to travel."

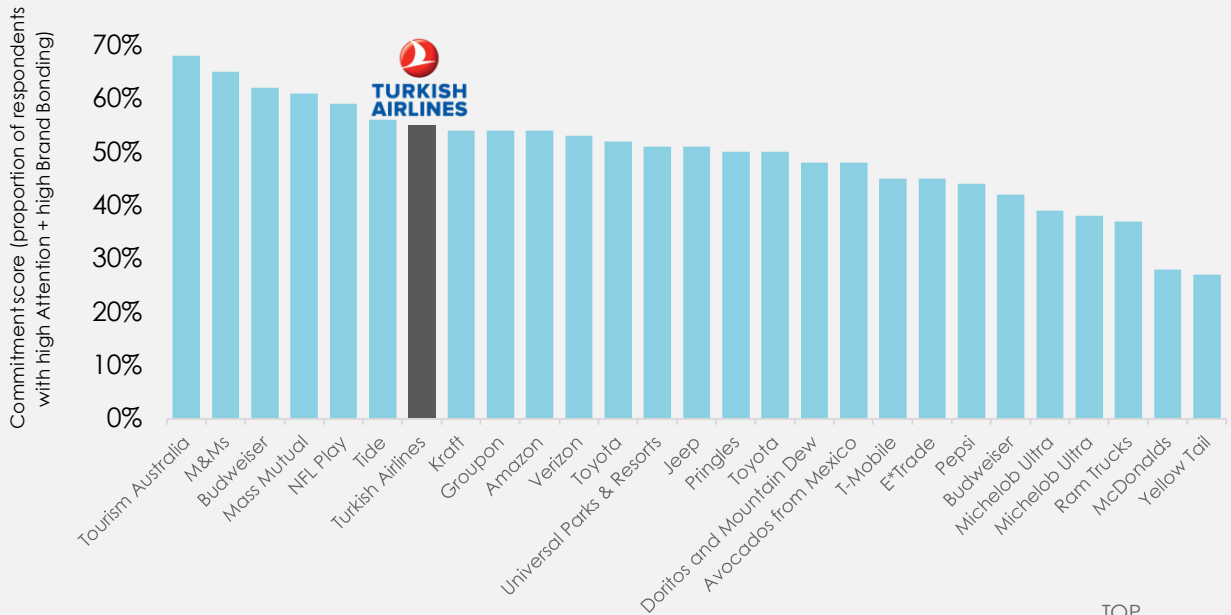
"Really great ad, it was very soothing. A good match with Dr Oz too, great job by Turkish Airlines."

"Widen your world. Go places, see things, experience all the world has to offer and get there on Turkish Airlines."

"Loved the colors, hit the emotional side of wanting to travel. I was definitely able to identify with it."

## GLOBAL BENCHMARKING

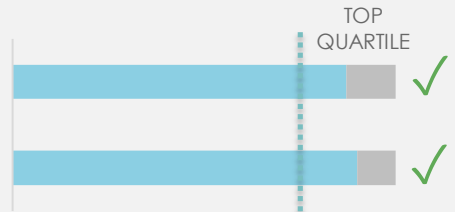
Compared against the other 27 ads tested in our 2018 Superbowl Study, '5 Senses with Dr Oz' ranks 7<sup>th</sup>.



The ad ranks in the **top 15%** of all Superbowl ads tested, and the **top 10%** of all ads tested in the USA

Superbowl ads 2014-2018 (136 ads)

USA ads (470 ads)



## Overall Findings and Implications



- 'Five Senses with Dr. Oz' is an effective ad.
- The ad communicates a clear message that travelling the world can open your mind and senses.
- Dr. Oz is likeable (casting 7.2) and enhances the overall memorability of the ad.
- The ad also has strong emotive appeal, with high levels of empathy (8.7) contributing towards building positive brand feelings (6.6).
- However, there is an opportunity to improve branding, with many people left confused as to the ad's purpose and failing to make the connection with Turkish Airlines.



This was just a glimpse at the sort of insights we can uncover. Talk to us more about our Superbowl ad studies, or about how we can use our methodology to help you make better decisions!