

# CASE STUDIES

# BUILDING INTRIGUE, DRIVING ONLINE BRAND DISCOVERY AND INCREASING SALES ACROSS A SERIES OF OOH ACTIVITY

## *Minor Figures*

### BRAND BACKGROUND:

Minor Figures produce 'innovative, plant based coffee products for coffee lovers'. Uniquely producing products designed for both direct-to-consumer and business-to-business sales channels, the brand sells coffee, dairy alternatives and coffee accompaniments, designed to ensure more people can enjoy better products.

The business had to pivot in during lockdown, as the direct-to-retailer coffee supply business disappeared, but direct-to-consumer online and retail sales soared.

The name 'Minor Figures' comes from the fact that as an oat milk supplier, the brand sees itself as the 'minor figure' in at-home coffee moments.

But it was important to them that their OOH campaign didn't provide all the answers to consumers straight away; instead, it was designed to add intrigue and encourage them to investigate the brand themselves.





# BUILDING INTRIGUE, DRIVING ONLINE BRAND DISCOVERY AND INCREASING SALES ACROSS A SERIES OF OOH ACTIVITY

*Minor Figures*

## OBJECTIVES:

---

Use OOH media to introduce the Minor Figures brand to consumers and achieve the required business 'pivot'

Drive top-of-funnel brand awareness and create intrigue amongst consumers

Target neighbourhoods where Minor Figures' consumers were found, and areas where people were missing their trips to their local coffee shop

Ensure OOH worked as part of a wider strategy, layered with online and digital activity

Encourage purchase, both online and from physical retailers

## CAMPAIGN DETAILS:

---

### **First campaign**

#### **Standard channels:**

Large format digital in London; Classic large format in London; Classic 6-sheets in London

#### **Programmatic channels:**

Rail and roadside Digital 6-sheets

### **Second campaign**

Channel Waitrose Digital 6-sheets



When we started our relationship with JCDecaux and Nurture we used OOH to pivot our business, raising awareness in front of consumers who we knew were craving the ‘coffee shop moments’ that lockdown was preventing them from enjoying.

Despite the potential challenges of opening up the brand to a new consumer direct audience in 2020, our OOH campaign rapidly built brand trust and heritage. Out-of-Home media is iconic and striking, which is very well suited to our brand style overall.

The programmatic campaign element brought activation into the mix, giving us branding and activation, the best of both worlds. We used programmatic to support specific products at the right time and place with tailored messages alongside our overarching brand campaign.

**Overall, the campaign drove an increase of several hundred percent for our web traffic, and our retail rate of sale more than doubled. We are planning more activity going forward.**

In addition, the campaign enabled us to leverage more retailer relationships: since the campaign we have been stocked in 300 Waitrose stores. The first question buyers ask is how you as a brand will bring more customers to their store, so it’s both exciting and reassuring for them to see something so visual which we’ve already invested in, building our brand in front of consumers.

**BEN VEAR**

UK HEAD OF SALES, MINOR FIGURES