



JCDecaux

CASE STUDIES

OOH REACHING DIVERSE AUDIENCE GROUPS FOR AN UNMISSABLE WELCOME BUILDING BRAND AWARENESS & BRAND AFFILIATION

Nottingham University



CAMPAIGN OBJECTIVES:

Reach Nottingham University's key user groups, a wide and diverse audience

Welcome campus communities back post-Covid

Leverage Out-of-Home's stature and prestige to inspire pride amongst student, staff and resident communities that they are part of a University that's changing the world

Welcome students arriving from overseas to study at the University of Nottingham with a contextualised media solution, as more than advertising: as an important signifier of the pastoral care offered by the University

Use Out-of-Home's reach and prestige to drive brand awareness and brand affiliation

CAMPAIGN DETAILS:

Two weeks

September 2021

Heathrow Airport Digital 6-sheets

Classic 6-sheets and large format sites in proximity to the University campuses and local colleges





Our Out-of-Home campaign was part of the integrated 'Normal Never' multi-channel campaign that began in April. We used Out-of-Home elements to build reach and prestige which contributed to brand awareness and affiliation, while the digital channels targeted the prospective student audience with a clear message. The combination effectively built brand equity and further activated our direct response elements.

The Out-of-Home was unique because it enabled us to speak directly to everyone within the Nottingham community – new students, returning students, our own team and the local community. This was even more pronounced thanks to our striking, aspirational presence at Heathrow Airport, a unique opportunity to welcome our international arrivals, potentially a difficult to reach cohort, immediately making them feel part of the Nottingham University community.

Overall the Out-of-Home media added a valuable layer to the 'Normal Never' campaign, helping us welcome new students while ensuring that the University had a high profile amongst everyone in the Nottingham area.

PAUL HODGSON

CONTENT & CREATIVE SERVICES
NOTTINGHAM UNIVERSITY