

A satellite view of Earth at night, showing the illuminated continents of Europe and Africa. The city lights are visible as bright yellow and white spots against the dark blue and black background of the night sky. The Earth's horizon is visible at the top, with a thin layer of atmosphere glowing in shades of blue and white.

JCDecaux

CASE STUDIES

OOH GROWING AWARENESS TO GENERATE CONSUMER DEMAND AND TRADE SUPPORT

Teoxane



BRAND BACKGROUND:

First established in 2003, Teoxane is a leading manufacturer of hyaluronic acid skincare products and facial dermal fillers.

CAMPAIGN DETAILS:

Four months – September – December 2021

UK-wide

Multi-format Digital and Classic campaign

City Centre, Shopping Mall and Rail channels

CAMPAIGN OBJECTIVES:

Build awareness of Teoxane amongst general consumers

Rapidly build and scale that awareness

Grow customer base by targeting a broader potential range of customers than can be reached through a targeted online-only strategy

Provide trade support for aesthetic practitioner partners by raising overall brand awareness to encourage people to ask for Teoxane by name





We approached this campaign, our first use of Out-of-Home media, from a test and learn perspective. Our core objective was to build brand awareness and visibility, and the campaign truly delivered on this.

It not only successfully built consumer awareness and trust, it also demonstrated to our valued aesthetic practitioner trade partners our commitment to supporting the brand and therefore their businesses through our media investment, encouraging a greater number of consumers to consider Teoxane treatments. The campaign was intentionally very simple and striking, and there was so much variety in the premium channel options available to us. We received loads of enthusiastic feedback from customers who had seen it while out and about – particularly the huge Euston rail site.

The Out-of-Home campaign also worked very well with our online presence. Through geographical analysis we found that a lot of people exposed to our OOH would then go on to look Teoxane up on social media, or would see an ad for the brand on Google, and click on that. Independent research showed 37% of people had been made aware of our brand as a result of the OOH campaign, which we felt was a really healthy percentage for new awareness; while 13% of our website traffic was organic and direct, which could only have come from seeing the OOH.

CHARLEY CLEWLEY
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