



JCDecaux

CASE STUDIES

OUT-OF-HOME'S REAL WORLD PRESENCE PROVIDING CAMPAIGN CREDIBILITY AND DIRECT ENGAGEMENT VIA QR CODE

MARMALADE COLLECTIVE #BEYONDBLACK



BACKGROUND:

Marmalade Collective is a digital media platform bringing Africa's culture and stories to life. The platform curates the best content across music, fashion and entertainment for subscribers. The Collective's goal is to bring new African perspectives into the mainstream to positively impact the continent's image.

#BeyondBlack is a movement celebrating the work of creative women of African and Caribbean descent and was launched for International Women's Month.

CAMPAIGN OBJECTIVES:

Use Out-of-Home to amplify the campaign and deliver credibility above that of a social media-only campaign

Leverage OOH's broadcast qualities to highlight the talent of women of African and Caribbean descent working 'behind the scenes' in the creative industries

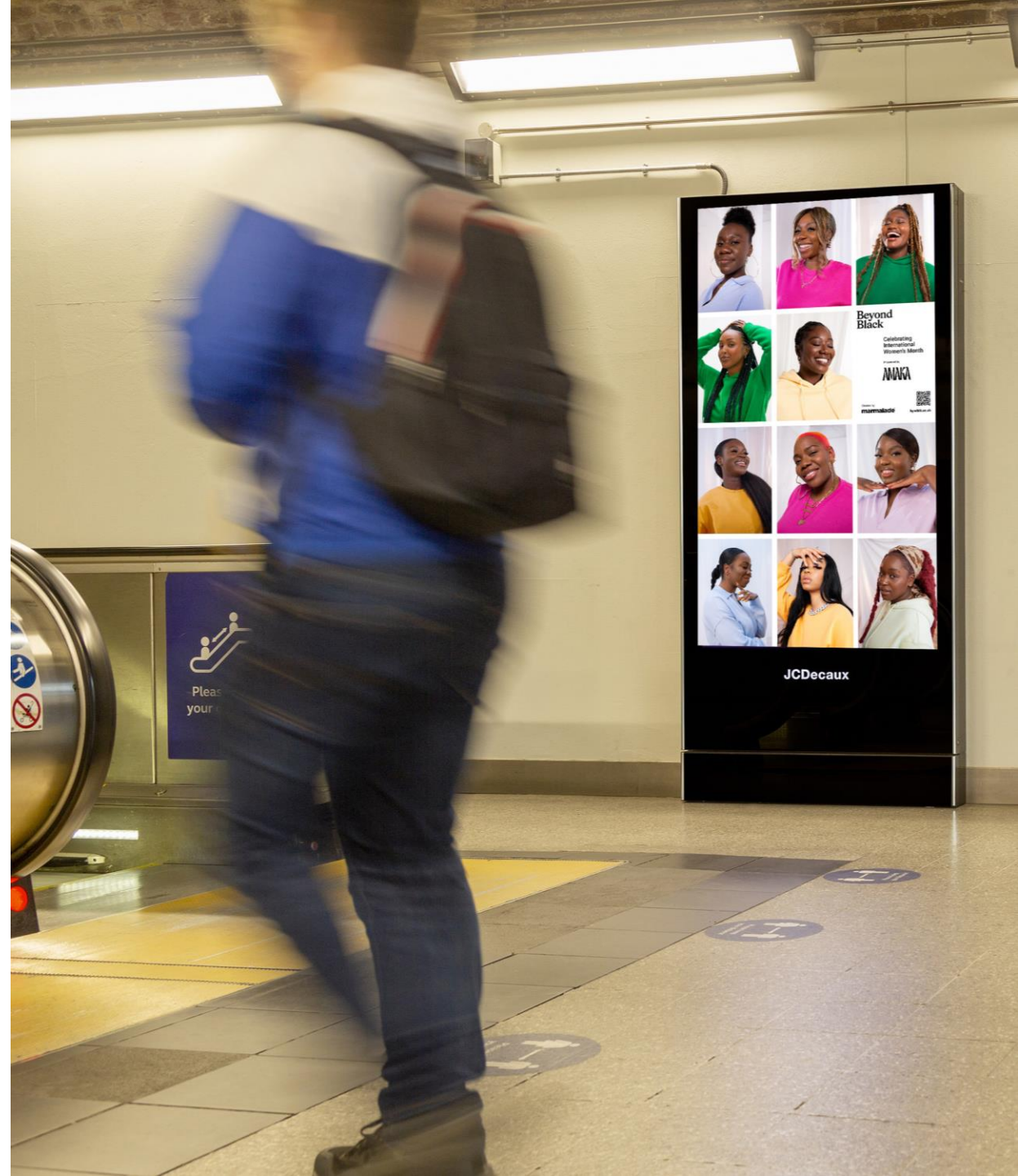
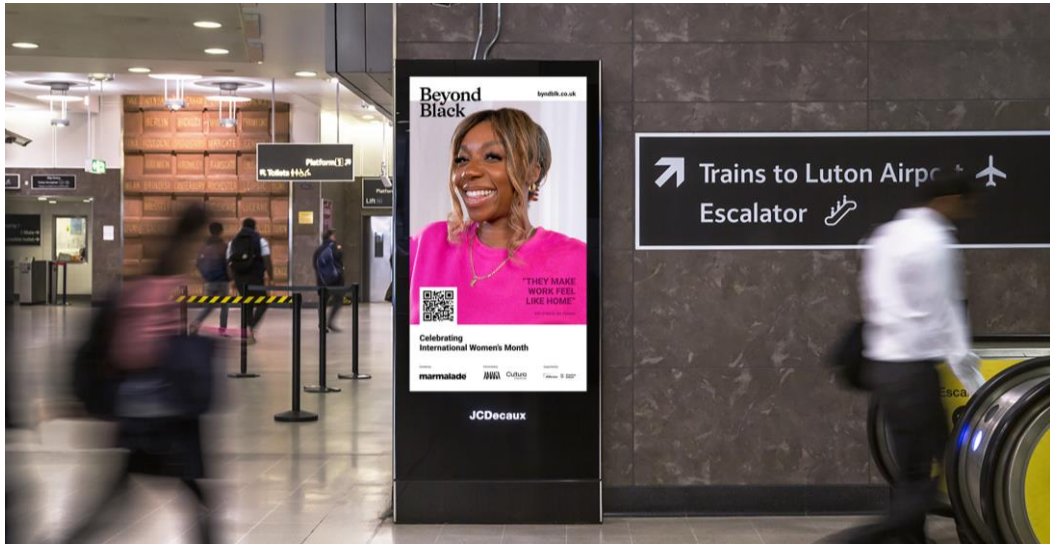
Reach a broad audience at scale to celebrate diversity of culture, identity and achievement over colour

CAMPAIGN DETAILS:

One week

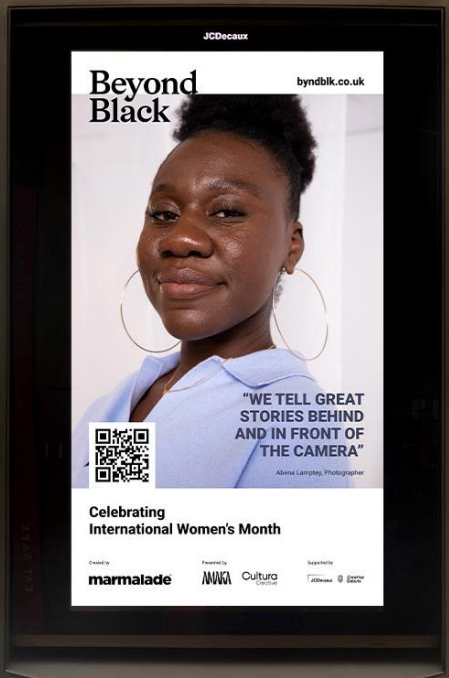
March 2022

Rail Digital 6-sheets



← Platforms 11-13 southeastern  
Lift   
↓ Underground  
↑ Way out King's Cross 

St Pancras
INTERNATIONAL



JCDigital
Beyond Black byndblk.co.uk
"WE TELL GREAT STORIES BEHIND AND IN FRONT OF THE CAMERA"
Alberta Larrigay, Photographer
Celebrating International Women's Month
Sponsored by: marmalade, MUMA, Cultura, Facebook, etc.

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We chose Out-of-Home media for the campaign because of its proven ability to amplify key #BeyondBlack messages, conferring trust and credibility beyond what can be achieved through a social media-only campaign.

We loved the coverage across London's rail network. The campaign encouraged high levels of audience engagement through a QR code on our Digital Out-of-Home creative that directly linked our Public Screen presence with the online, Private Screen #BeyondBlack presence.

This made it as straightforward as possible for those intrigued and engaged by the campaign to take the next step and find out more.

Through the coherent offline to online user journey, our OOH became a catalyst for user-generated social media content. People took photos and videos of the OOH campaign and posted them on their social channels, creating a loop which encouraged those seeing the campaign online to visit various 'real world' OOH sites to see it in person.

OOH channels played a key role in opening up the campaign to a greater audience, driving thousands of visits to the #BeyondBlack landing page, enabling us to continue the conversation in greater depth.

TOLA ALADE
FOUNDER & CEO, MARMALADE