

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

LOCATION-SPECIFIC MULTI-CHANNEL OOH REACHING KEY TARGET AUDIENCES TO DRIVE ADVANCE TICKET SALES & EXHIBITOR ENQUIRIES

AFRO HAIR & BEAUTY LIVE



BACKGROUND:

2022 saw the return of Afro Hair & Beauty Live after a two-year hiatus due to Covid.

CAMPAIGN OBJECTIVES:

Announce the return of Afro Hair & Beauty Live after the two-year break

Raise awareness of the event amongst the key target audience of Black and mixed heritage women, and in front of potential sponsors

Drive ticket sales

CAMPAIGN DETAILS:

9th – 22nd May 2022

London only; targeted location-specific campaign

Rail Digital 6-sheets

Classic Roadside 6-sheets





“

Out-of-Home media has the unique capability to stand out and reach people as they go about their everyday activities, making it a great option to get a message out to a specific target audience. In the case of this campaign, we wanted to reach Black and mixed heritage woman in the most direct, efficient way.

Use of data enabled us to target the OOH element of our campaign efficiently to this key consumer audience. Planning it into specific London locations to give us best reach of our target Afro Caribbean and mixed heritage communities worked particularly well.

Overall, we had a successful campaign which delivered good event footfall. We were unsure if consumers would come back after Covid, but the opposite was true: advance ticket sales were up by 5% in comparison with the last show in 2019. What was noticeable also was the increase in B2B enquiries from potential exhibitors that we received when the OOH rolled out. These enquiries converted into exhibitor sales, making the event even better all round.

PAT PETKER

SALES DIRECTOR, AFRO HAIR & BEAUTY LIVE
(HAWKER CONSUMER PUBLICATIONS LTD)