

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 of the oceans and the black of space. 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

MULTI-FORMAT OUT-OF-HOME PLAYING A KEY ROLE IN RECORD-BREAKING CUSTOMER ACQUISITION AND WEB TRAFFIC

CHIP



BACKGROUND:

Chip's mission is to build wealth for our generation. The app allows users to buy shares in real assets, invest in funds, and grow their savings.

CAMPAIGN OBJECTIVES:

Build brand awareness

Drive app downloads

Boost new customer sign-ups

CAMPAIGN DETAILS:

January 2022

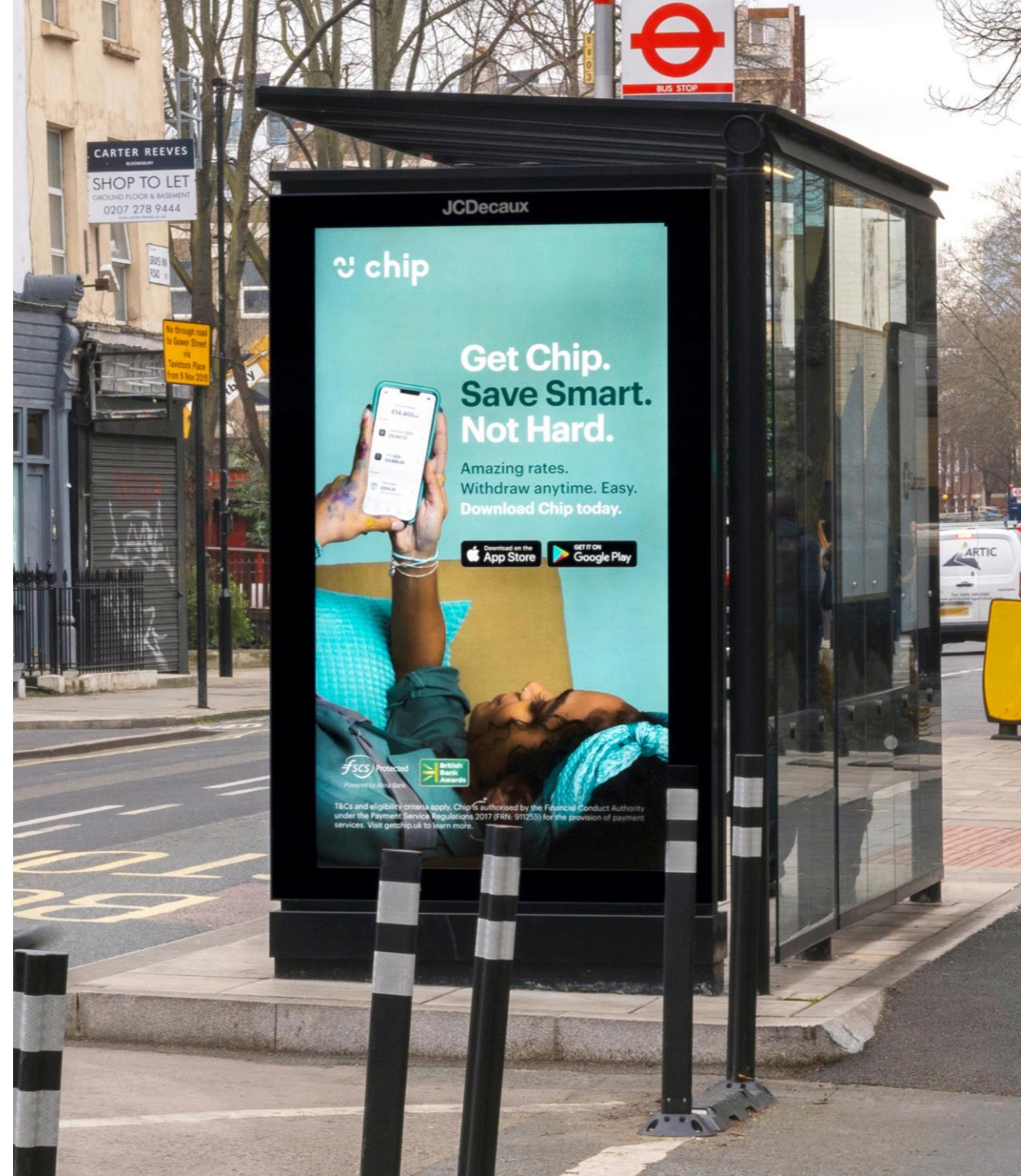
Four weeks

London

Classic roadside 6-sheets

Shoreditch Channel Digital 6-sheets

Rail Digital large format: Motion@City; Waterloo Motion





Launching our first ever OOH campaign during our peak seasonality period meant that we required a trusted partner to support us in its planning and execution. We certainly found this working with the Nurture team at JCDecaux.

We wanted to focus on increasing awareness of our brand within our target audience by layering on Out-of-Home, an additional media channel for our existing mix, previously focused online.

The OOH campaign helped us build trust and frequency in front of this audience, whilst amplifying our TV campaign that was running in parallel.

Despite the challenges and uncertainties that lockdown restrictions caused prior to launching the campaign, the Nurture team remained incredibly flexible and ensured we delivered a high impact and effective campaign.

Our OOH channels certainly contributed to an incredibly successful campaign period where we experienced record breaking customer acquisition volumes and website traffic.

SAM LEATHEM
VP GROWTH, CHIP