

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 CAMPAIGN TO REACH POTENTIAL HOMEBUYERS IN THE RIGHT PLACE TO PROMPT CONSIDERATION

*DOMOVO HOMES*



## BACKGROUND:

Domovo Homes are a housing group providing homes for people in the centre of England. They offer homes to buy, for rent, and via shared ownership.

## CAMPAIGN OBJECTIVES:

Maximise awareness of available housing developments in Milton Keynes

Increase lead generation by reaching a wider pool of potential homebuyers within a relevant geographical area

Increase new home sales

## CAMPAIGN DETAILS:

Milton Keynes

Multiple bursts 2021-2022

Cross-channel campaign within the Milton Keynes area:  
Supermarkets, Rail and Malls





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We used Digital Out-of-Home (DOOH) as part of a multi-media campaign which featured consistent messaging to maximise reach and impact. We used JCDecaux’s creative testing platform VIM to optimise our campaign creatively for greatest effectiveness.

The DOOH channels gave us an opportunity to display multiple creative executions which worked together to build a compelling picture of life at Campbell Wharf. They enabled us to highlight the range of unique selling points for why customers should buy a home through Domovo.

We were very happy with the business impacts of our overall campaign. It successfully built awareness and generated an increased number of leads, with customers telling us that they’d seen our ads.

Our campaign played a key role in contributing to a successful sales period for Domovo which saw 145 leads, 11 reservations and 10 completions. All 49 homes at the development are now sold out, which puts us in a great position for when we launch the next block at the end of 2022.

**JASON INGE**

DIGITAL MARKETING COORDINATOR, DOMOVO HOMES