



JCDecaux

CASE STUDIES

RIGHT-TIME, RIGHT PLACE AIRPORT ADVERTISING SUPPORTING AWARENESS & SALES INCREASE

FAMOUS GROUSE



CAMPAIGN OBJECTIVES:

Promote the launch of a new release for The Famous Grouse, as well as highlighting already established Famous Grouse lines

Increase sales into the duty-free portfolio

Increase brand awareness

CAMPAIGN DETAILS:

August 2022

Edinburgh DAPs

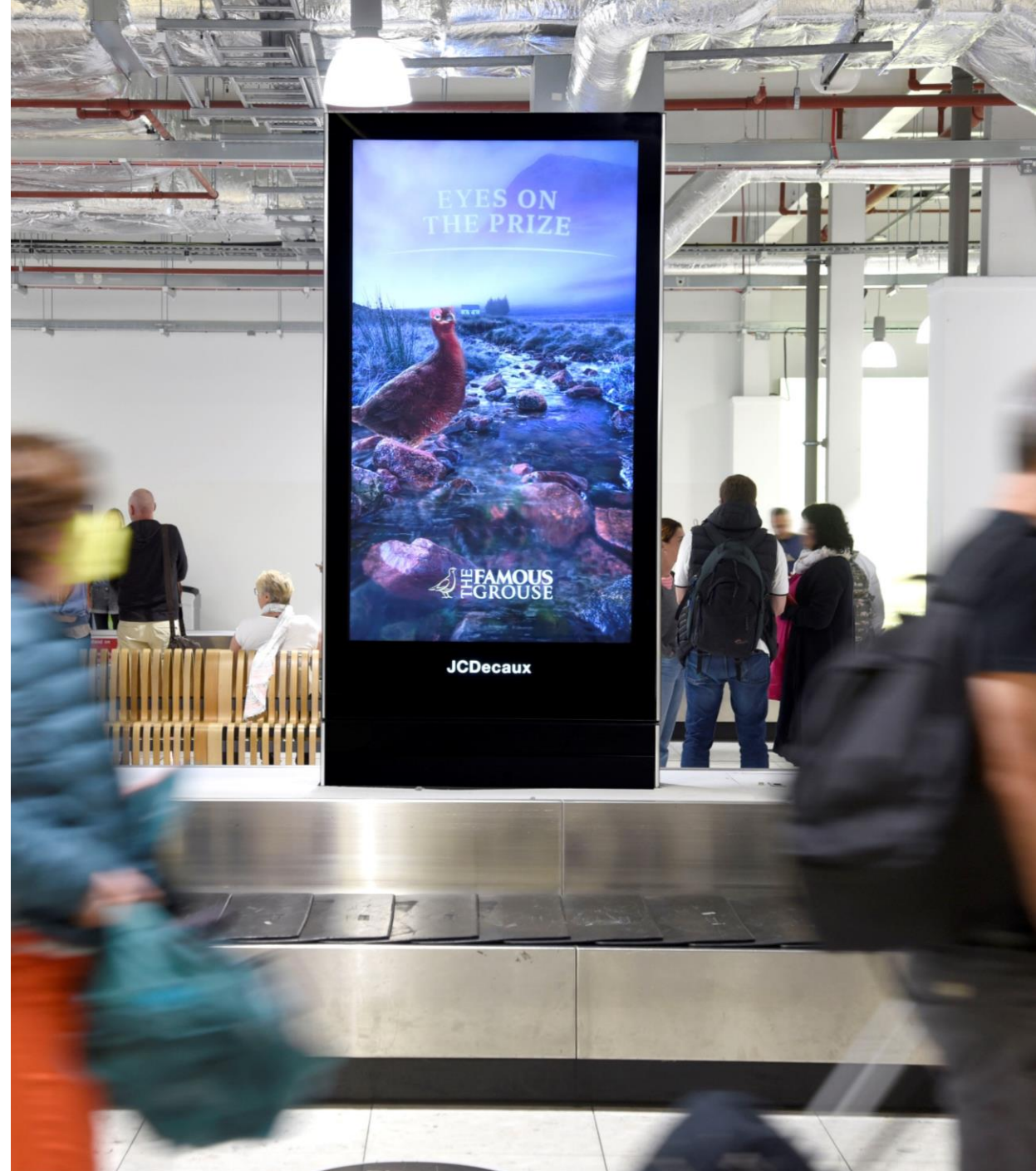
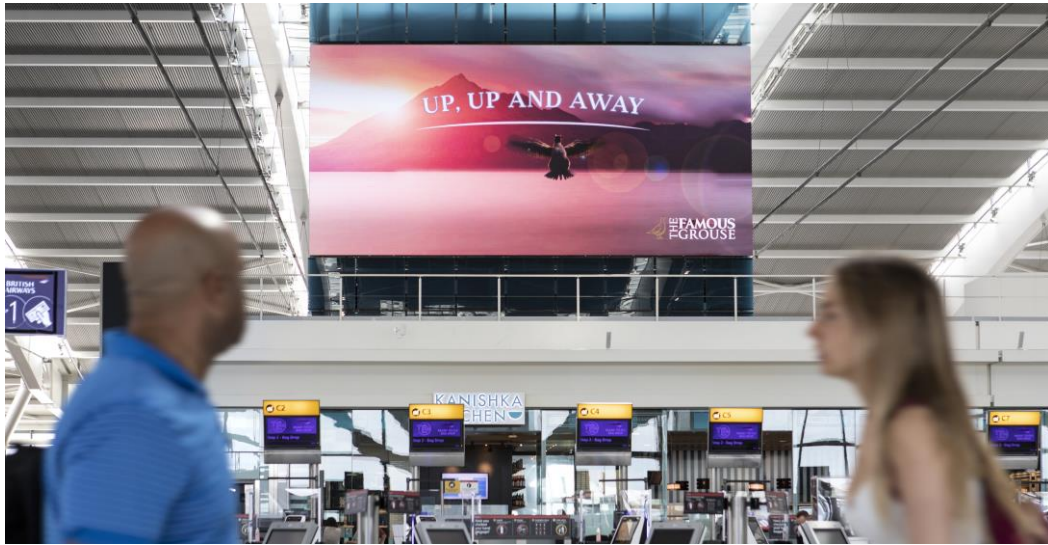
Edinburgh CAPs

Heathrow Terminal 5 DAPs

Heathrow Terminal 5 Towers

Heathrow Terminals 5 Retail iVisions

Heathrow Terminals 5 Couture Totems





As the world returns to similar levels of travel as 2019, we chose Airport Digital Out-of-Home (DOOH), to advertise Famous Grouse in multiple locations throughout the airport, to enable us to reach our target audience in a premium environment for positive association, and increase brand awareness.

JCDecaux Airport (DOOH) channels are unmissable, providing us with the flexibility to use multiple different creatives. The channels benefit from long dwell times, and provide exceptional brand presence across the whole airport, accompanying travellers throughout their time there and providing us with a clear brand presence at key customer touchpoints, such as check-in.

Airport DOOH is part of the marketing funnel strategy that delivers awareness. We know that dwell time is high at the airport, and people are spending that time shopping, eating in a restaurants and so on, until their plane departures. DOOH's flexibility enabled us to create a location-focused strategy ensuring we were present in the right place, and at the right time, to trigger purchase and drive sales in Duty Free.

The Airport DOOH component of our campaign delivered the strong brand presence and sales we were seeking within the airport environment, with increased awareness leading to increased purchase. Sales across the Famous Grouse portfolio grew by 11% volume and 5% value in August vs July.

NIALL HALL
MARKETING, GLOBAL TRAVEL RETAIL,
EDRINGTON