

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 the night sky. The Earth's horizon is visible at the top, with a thin layer of atmosphere glowing. The background is a deep blue space filled with stars.

JCDecaux

CASE STUDIES



# OUT-OF-HOME DRIVING ACTION AND ACHIEVING OBJECTIVES ONLINE AND IN THE REAL WORLD FOR BOTH BUSINESSES IN DUAL-BRANDED CAMPAIGN

*DUSK & Patrón Tequila*



## BACKGROUND:

DUSK is the UK's biggest nightlife and free drinks app, showcasing the coolest bars and rewarding users for going out with a free drink every night, plus exclusive rewards earned when they spend in bars. DUSK partnered with ultra-premium tequila brand, Patrón, to help them drive on-trade trial across the UK. DUSK users could enjoy free Patrón Paloma cocktails in participating bars throughout the summer.

## CAMPAIGN OBJECTIVES:

Drive DUSK app installs

Encourage uptake of the specific DUSK / Patrón offer

Cross-promote Patrón partnership

## CAMPAIGN DETAILS:

Three-day cross-format Digital test and learn OOH campaign

Roadside D6s; Shoreditch Showcase; Southbank Towers

28<sup>th</sup> – 30<sup>th</sup> July 2022

Sites in proximity to specific bars and pubs offering the free Patrón Paloma

Focused on location and time targeting to reach the target audience between 5pm and 9pm, when they were starting their night out







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Digital Out-of-Home's flexibility, and the opportunity it gave us to target our campaign by both time and location specifically to our key target market, broadening our reach amongst this group, made it the ideal route for us to work to fulfil our campaign objectives. We tailored our campaign still further to encourage immediate action through proximity to bars which featured our Patrón offer, and through including a QR code on the site linking directly to a matching AppStore page. Building this creative bridge between our online and 'real world' branding was a significant benefit, priming potential DUSK users to respond.

The campaign led to great results for us. It reached important new audiences, and achieved a huge brand halo effect which was reflected in consumer interaction. There was a significant increase in DUSK app downloads – with a 3.2% jump in new users over the days the campaign was live – and a 52.3% increase in Palomas redeemed via the app compared to the following weekend. There was an average spend of £13 for every free drink redeemed - and 81% said they'd order a Paloma again!

**SOPHIE ABRAHAMOVITCH**  
CO-FOUNDER & CEO, DUSK