



JCDecaux

CASE STUDIES

TESTING A NEW CHANNEL TO GROW BRAND RECOGNITION AND INTEREST

Rabbie's



Building
awareness
and interest

BACKGROUND:

Rabbie's is an award-winning travel company offering small group guided tours across the UK and Europe.

CAMPAIGN OBJECTIVES:

To test Out-of-Home (OOH) as a new channel to showcase the Rabbie's brand and raise awareness.

CAMPAIGN DETAILS:

The campaign ran across sites in prominent high footfall Edinburgh locations, including the airport, Waverley Station and key shopping streets to reach domestic, UK and international audiences arriving in the city.

It ran for one month over the busy June period, when Edinburgh experiences high visitor numbers.

RESULTS:

Website traffic increased by **15%**, brand search rose **10%** and search click-throughs were **12%** higher.



Embracing OOH has allowed Rabbie's to capture awareness and broaden our reach through impactful advertising in Edinburgh's busiest arrival destination points. By using a large format channel, we could showcase the stunning UK locations we visit within our creatives, which really grabbed attention.

This was our first OOH campaign, and I was surprised by how straightforward the setup was and how flexible the channel is. And it worked.

Site traffic rose by **15%**. Additionally, Google searches on 'Rabbie's' increased by **10%**, and website clicks from search results were **12%** higher. We also saw an uplift in incremental bookings in June and July, and while it's impossible to tie this back to OOH, the channel played a crucial role in our multi-channel activity. As a result, we plan to book more campaigns through the Nurture programme.

Interestingly, the advertising generated our highest social engagement this year, which was an unexpected bonus.

KATIE MCGILL

HEAD OF MARKETING, RABBIE'S