

CASE STUDIES

RAISING BRAND AWARENESS TO INCREASE WEB TRAFFIC FROM BOTH BUSINESS AND CONSUMER AUDIENCES

Mapei

BACKGROUND:

Mapei is a world leader in the production of adhesives and chemical products for the building industry. The business manufactures a wide range of business to business and direct to consumer products, and also provides other services including training on the best use of its products.

CAMPAIGN DETAILS:

April 2021

Birmingham Digital National Drive locations

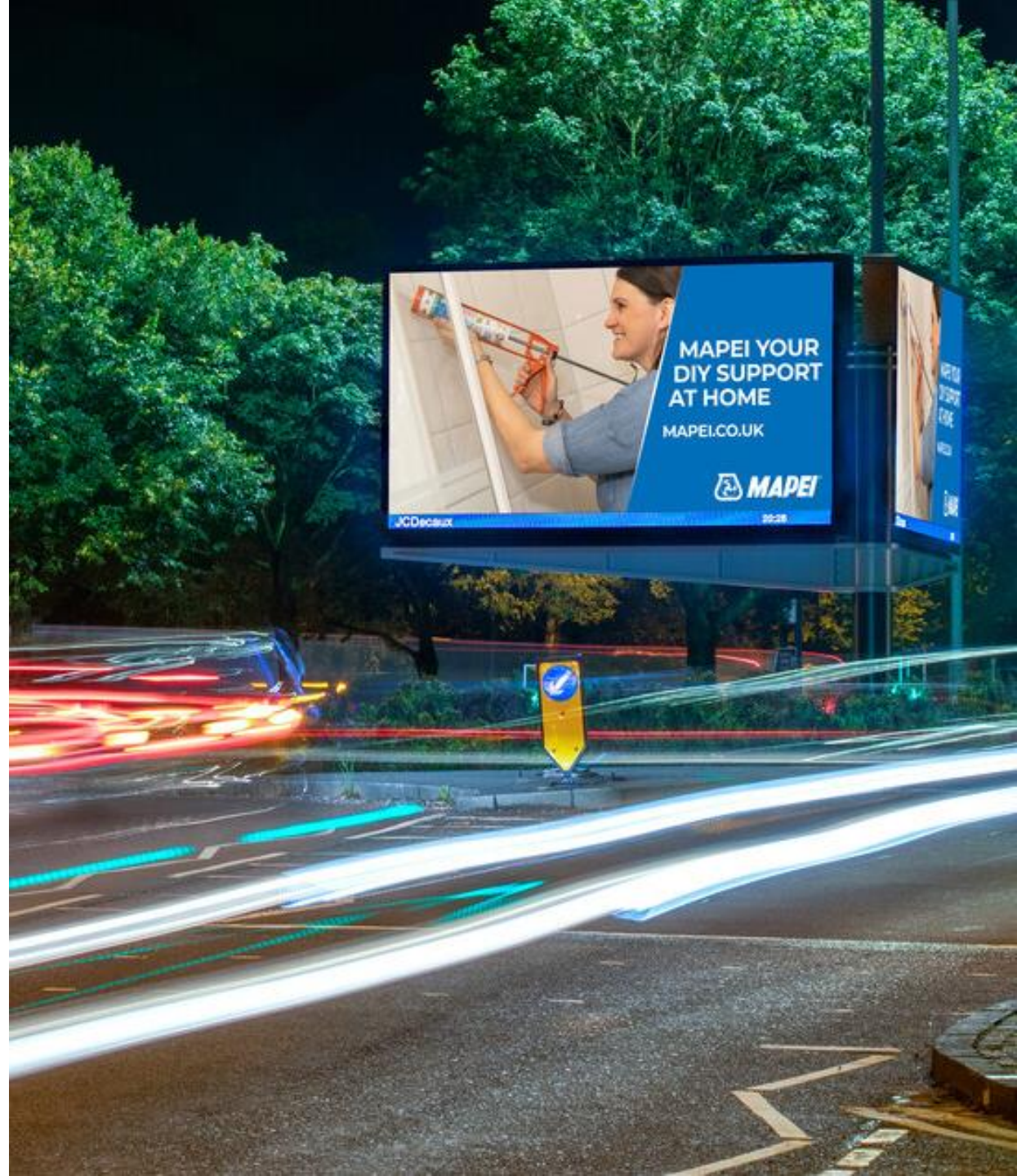
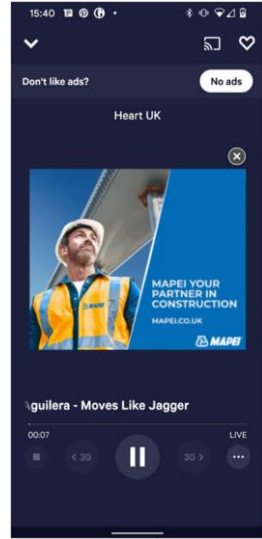
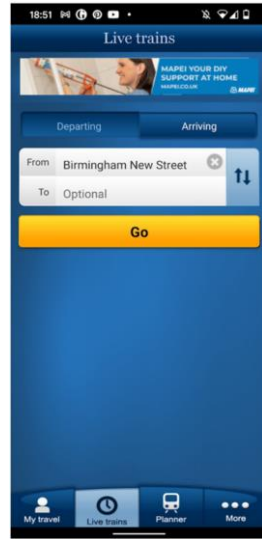
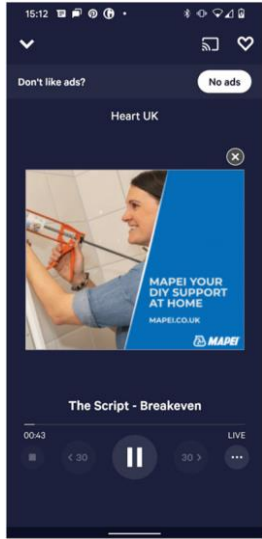
Location-specific in-app campaign targeting Birmingham

OBJECTIVES:

Raise awareness of Mapei products in and around the Birmingham area

Drive web traffic

Leverage the benefits of a two-screen Digital Out-of-Home and in-app campaign to boost online engagement further





Our objective was to use Digital Out-of-Home media in partnership with in-app advertising to raise awareness of Mapei's products, specifically in the Birmingham area, amongst both trade and consumer direct audiences.

By raising awareness, we wanted to encourage people to visit our website and find out more.

It was helpful to be able to plan and implement both the Digital Out-of-Home and in-app strands of this two-screen campaign with JCDecaux. Doing this guaranteed consistent reach of our target geographical area, and we were very pleased with the campaign's impact.

During April, when the campaign ran, **traffic to our website was up by an excellent +586%** month-on-month.

Since this activity was all the advertising we had live during the month, we know that these impressive results can be directly attributed to our very worthwhile investment in this campaign.

CHARLEY EVERISS - ACIM
ASSISTANT MARKETING MANAGER, MAPEI