

# CASE STUDIES

# ATTRACTING ATTENTION AND BRINGING A BRAND INTO CONSUMERS' DAY-TO-DAY LIVES

*Yubo*

## BACKGROUND:

Yubo is a new kind of social network, a social video live-streaming app designed to connect people across the world with others who share their interests. The network emphasises inclusion – everyone is welcome.

## OBJECTIVES:

Run a cohesive campaign across three key markets: the UK, the US and Australia – to bring the new brand identity forwards with consistency

Raise brand awareness in 'the real world', not just online

Attract consumer attention, with a particular focus on the specific target market, to stand out still further and continue to build a user base

Establish legitimacy for Yubo as a serious business, here for the long term, to support partnership development

## UK CAMPAIGN DETAILS:

Two weeks April – May 2021

Greater London

### Standard:

Classic 6-sheets

Mall D6s

### Programmatic:

Monday-Friday one hour before school and one hour after school to focus on reaching typical Yubo users

LDN D6s

Digital large format



# A CROSS-BORDER CAMPAIGN



## Yubo in Australia

19th April - 16th May 2021  
Citylights (street furniture); Digital Rail  
Sydney, Melbourne, Brisbane



## Yubo in the US

19th April – 16th May 2021  
Digital bus shelters and digital newsstands, New York City  
Classic Mallscape panels, Dolphin Mall in Miami



# YUBO IN THE UK







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It's really important for us to reach consumers at multiple touchpoints, making Yubo part of their day-to-day lives.

We chose to use Out-of-Home media to help us achieve this objective, along with raising awareness of the Yubo app overall, and launching our new colours and logo, because it provided us with an opportunity to seize consumer attention at a new touchpoint: while they're offline, in the real world.

The campaign was a great way to boost stand-out for the Yubo brand. We were able to use programmatic DOOH alongside our 'always on' on-street presence to boost the campaign's noticeability before and after the school day, when we knew our core target market were out and about and exposed to OOH. This flexibility and added layer of targeting made the campaign even more compelling for us.

The campaign worked very well in achieving our objectives. It raised a lot of brand awareness and positively impacted our web traffic. **We saw a +191% increase in visits to our website compared to pre- and post-campaign baseline.** And while this campaign was not specifically intended to drive downloads, **it did have an impressive halo effect on acquisition, particularly in cities where the campaign was live.**

**ALIA CHIKHDENE**

HEAD OF BRAND MARKETING, YUBO