

JCDecaux

CASE STUDIES



# OOH AS PART OF AN INTEGRATED BRAND CAMPAIGN DRIVING AWARENESS MEASURES

*Ecosia*

## BACKGROUND:

Ecosia is a green search engine that uses the profit from searches made to plant trees where they're needed most. As of July 2021, Ecosia's business model has planted over 129 million trees.

## OBJECTIVES:

Build measurable brand awareness

Communicate the unique Ecosia proposition, and what makes the Ecosia brand stand out from the rest of the market

Encourage more people to start using Ecosia for online search by targeting cities with an existing user base and greater audience potential

Deliver a campaign integrated across Ecosia's core European markets, with truly localised elements

## CAMPAIGN DETAILS:

### Out-of-Home:

April – May 2021

12 European cities in the UK, Germany, France and the Netherlands

London, Manchester and Edinburgh in the UK

Classic 6-sheets (printed on 100% recycled paper and PE vinyl)

Digital 6-sheets (powered by green electricity)

### Other media:

TV (Sky AdSmart)

Online

Social media

Press







"This was Ecosia's first integrated brand campaign, targeting young people in 12 major European cities. In the UK, our media investment was in brand growth to extend our existing user base. The campaign was planned in key areas within our target cities where we knew we would reach the greatest concentration of those young people who were most likely to respond to Ecosia's message.

As a social business Ecosia's marketing needs to be efficient and targeted, and this campaign allowed us to couple location-specific scheduling with campaign messages tailored to local areas. While the search queries depicted in the ad were hyper-relevant to the location, the Ecosia brand imagery was kept the same across the campaign to grow overall awareness.

Results from our campaign research clearly showed the power of the combined UK OOH and Sky AdSmart TV campaign on brand measures. Excellent increases in brand awareness, even overtaking that of challenger brand competitors, can be attributed to the campaign, while consideration and interaction both showed significant boosts.

OOH has been a true force for good for Ecosia during this campaign. Thanks to its success, awareness of the Ecosia brand has increased, which in turn has increased consideration, and encouraged new users to join Ecosia. The result is that we'll be able to keep scaling our mission to plant trees where they're needed most, regenerating forests around the world, which is vital in the face of the climate emergency."

**HANNAH WICKES**  
CMO, ECOSIA