



JCDecaux

CASE STUDIES

PUBLIC AND PRIVATE SCREENS WORKING TOGETHER TO BUILD AWARENESS AND SALES

Hangloose

BRAND BACKGROUND:

Hangloose Bluewater (www.hangloosebluewater.com) is England's longest zipline, measuring in at a phenomenal 724m in length, dropping 55m and traversing Bluewater's famous chalk cliffs, lakes and nature areas.

The experience launched in June 2021.

CAMPAIGN OBJECTIVES:

Raise awareness of the Hangloose Adventure at Bluewater

Announce the opening of the experience

Keep Hangloose top of mind in front of potential customers after opening, driving consideration amongst Bluewater visitors

Make the most of the potential of the two-screen future of Digital Out-of-Home and mobile to deliver an holistic awareness-raising and activation strategy across multiple touchpoints, increasing attention to the message

CAMPAIGN DETAILS:

19th October 2020 – 28th November 2021

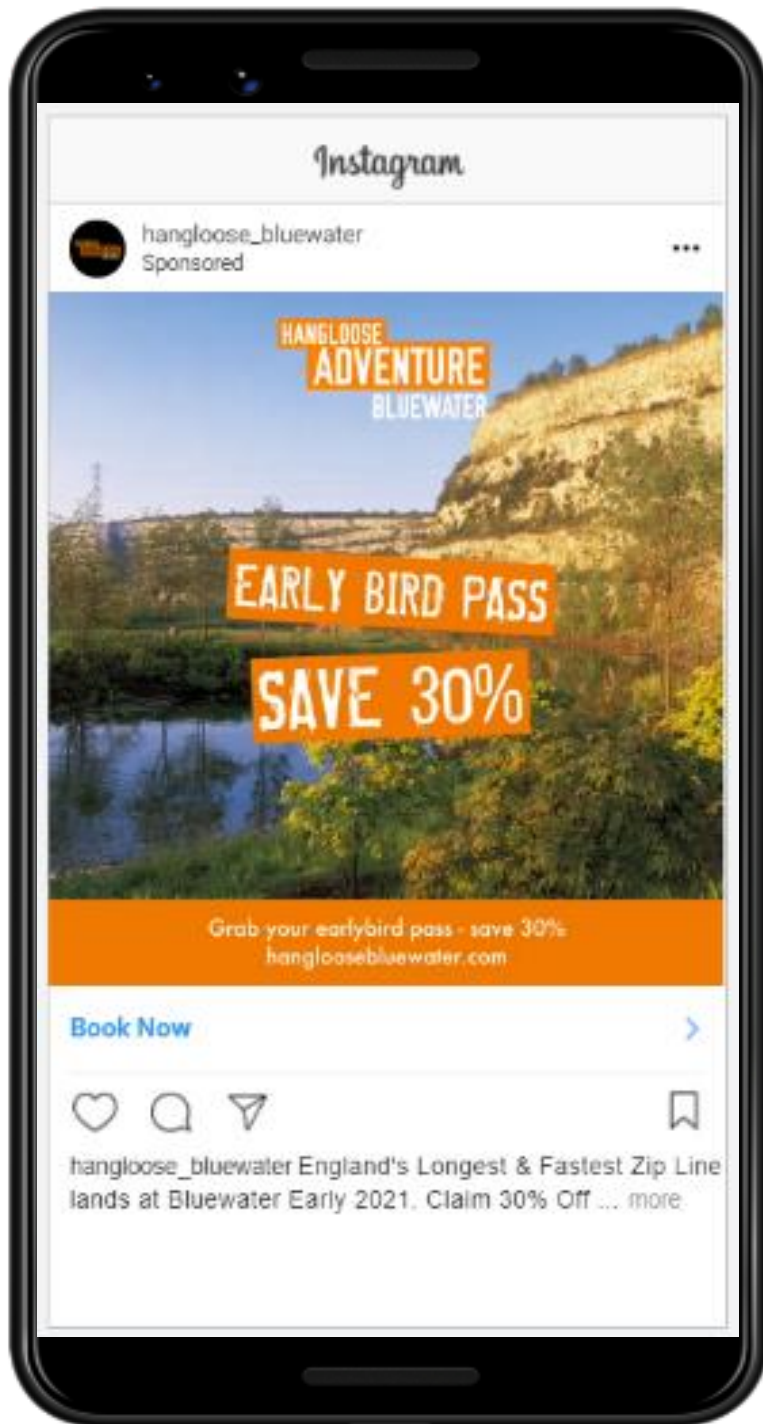
Channel Partnership: Bluewater Shopping Mall

Mall Digital 6-sheets and MVision

Supported by Channel Mobile

Geo-targeting consumers exposed to DOOH activity, and within true catchment area







We worked with JCDecaux and their mobile campaign partners Crossover firstly to announce the opening of the Hangloose Adventure at Bluewater; and then, after opening, to keep the experience top of mind.

We wanted the campaign to be ubiquitous in a highly defined geographical area, so it made sense to apply an holistic approach to media channels used. Within our campaign planning, Digital Out-of-Home raised awareness in the real world, priming potential customers to recognise Hangloose when they saw it online; then mobile continued to raise awareness alongside enabling potential customers to take immediate action.

Our campaign coincided with the pandemic, lockdowns and the tier system, but by working closely with JCDecaux we adjusted campaign timings and were delighted that, despite the extraordinary circumstances, we achieved our marketing goals.

Our public and private screen campaign successfully helped us to achieve our target of selling 6,000 tickets before opening. We are also really pleased with the high levels of brand recognition in the target geographical area.

MARK HARRIS

HEAD OF MARKETING, HANGLOOSE