



JCDecaux

CASE STUDIES

# DRIVE IMMEDIATE ACTION AND BRAND INTERACTION THROUGH OUT-OF-HOME DIRECT RESPONSE CAMPAIGN

*The Sauce*



## CAMPAIGN OBJECTIVES:

'The Sauce' is a unique new dating app featuring video profiles

## CAMPAIGN OBJECTIVES:

Raise awareness of dating app 'The Sauce' amongst a substantial audience

Convert consumers into customers by directing them to the website and App Store to download the app

Use QR codes to create a direct route between consumer and brand by providing an immediate link between the Out-of-Home campaign and the opportunity to get the app and sign up

## CAMPAIGN DETAILS:

January 2022

Classic 6-sheets

Classic Rail 4-sheets and 6-sheets





We were absolutely delighted with our first Out-of-Home (OOH) campaign, which delivered substantially more than we expected in terms of both number of consumers reached, and results achieved.

Organic search, driven by our Out-of-Home, increased by 30,000 during the campaign.

The campaign raised exceptional levels of awareness for our new brand. People we've spoken to post campaign have all said they've at least heard of us, or seen 'The Sauce' while out and about.

QR codes on the posters gave consumers extremely easy access to our app, as well as demonstrating our innovative, customer-focused ethos. OOH's mass audience reach meant we definitely scaled the number of people who were inspired to interact with the QR code while out and about: 6,000 people scanned the QR code during the campaign.

We're definitely now a recognised player in the dating app space as a result of this offline campaign.

We plan to invest in OOH again later this year, to build on the increased opportunities this initial campaign created for us.

**EMMA CLARK**  
CO-FOUNDER. THE SAUCE