



JCDecaux

CASE STUDIES

OOH DRIVING EVENT TICKET SALES THROUGH BROADCAST AWARENESS

EDINBURGH RUGBY



CAMPAIGN OBJECTIVES:

Support ticket sales amongst both a local and visitor audience for specific matches as the Club progressed through Cup competitions

Raise awareness of the matches and the team's success

Reach the greatest possible number of potential match attendees, both existing rugby fans and a new audience, in a very short period of time between fixture confirmation and game day

Extend message reach away from online only to reach people who have not already engaged with the Club

CAMPAIGN DETAILS:

Rail D6s at Edinburgh Waverley

Edinburgh Towers

The Edinburgh Arch

Roadside D48s





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The key objective of the Edinburgh Rugby’s Marketing and Communications team is to sell games tickets, but with a fixture confirmed only a few days before the game itself, we found ourselves with a very short period of time in which to do so. We turned to Digital Out-of-Home firstly to scale message reach rapidly, in front of both existing fans and potential new audiences, efficiently informing as many people as possible; and secondly to ensure we could activate our campaign in an incredibly short turnaround time, which was critical to give us the greatest possible amount of time to make sales.

Our campaign’s unique placements allowed us to reach audiences that we cannot reach via our online channels. People from all demographics see OOH while going about their daily lives, and the results of this campaign show how it can be the catalyst to spark conversation about the Club and the game, and lead to actual ticket purchase.

With a five-day turnaround from fixture announcement to game day, our DOOH campaign meant we reached a really significant audience during the short period of time we had to sell tickets. Through the campaign’s impact and ubiquity, we achieved a record number of ticket sales during the five-day selling period.

HANNAH REED

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