

A satellite view of Earth at night, showing the illuminated continents of Europe and Africa. The city lights are visible as bright yellow and white spots against the dark blue and black background of the night sky. The Earth's horizon is visible at the top, with a thin layer of atmosphere glowing in shades of blue and white.

JCDecaux

CASE STUDIES

LOCATION-FOCUSED MULTI-FORMAT OOH PROVIDING EFFICIENT ACCESS TO KEY AUDIENCE GROUP AND MEASURABLE SUCCESS

NIP + FAB



BACKGROUND:

Specialist skincare brand Nip + Fab was founded over ten years ago to provide customers with luxury skincare formulations, available on the high street, and empower them with ingredient knowledge to make informed purchases for their personal skincare regimes.

CAMPAIGN DETAILS:

Cross-environment Digital Out-of-Home campaign prioritising location, not channel, planned into key cities for the brand: London, Manchester, Cardiff, Birmingham, Bristol & Newcastle

Sites selected to over-index against key target market in these locations: female luxury shoppers and beauty & wellness enthusiasts aged 25-34, and within proximity to Boots

Multiple creative executions rotated throughout the campaign to communicate key messages

CAMPAIGN OBJECTIVES:

Raise awareness of Nip+Fab, emphasising brand history, skincare knowledge and industry credentials

Reach potential new customers who may be aware of the brand, but not have shopped with them before

Emphasise clinically proven approach to new product development, highlighting products' efficacy as well as accessibility

Raise awareness of partnership with Boots, and availability of the brand in Boots stores





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Digital Out-of-Home media was a key part of our significant three month-long cross-media investment, comprising TV, paid social, organic social and print, designed to reach consumers multiple times via these various touchpoints. Our DOOH was designed to build brand engagement in ‘the real world’, away from a digital device, and to solidify our presence on the high street and in other high footfall shopping locations.

We intentionally chose a simple, easy to digest DOOH creative execution aimed at driving conversion in Boots stores in proximity to the sites, maintaining our brand relevance and top-of-mind status in environments with plenty of noise from other brands, close to the point of purchase. The creative opportunities brought our colourful, stand-out, informative brand reputation to life, at a large scale and as part of consumers’ daily lives, in real life and away from their devices, an ability unique to Out-of-Home.

The campaign achieved all our objectives. It successfully drove in-store conversion in Boots, and organic search online. Brand search volume increased significantly during the campaign. Our ability to monetise this over time through an improved customer journey and customer communication has been clearly visible and quantifiable.

MICHAEL HUME

COMMERCIAL DIRECTOR, NIP+FAB