

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 landmasses. The ocean is a deep blue, and the sky is a dark blue with many stars. The Earth's horizon is visible at the top of the frame.

JCDecaux

CASE STUDIES



# TAKING ADVANTAGE OF OOH TO DRIVE GREATER REACH AND SCALE THE BLACK FARMER BRAND

*THE BLACK FARMER*

## **BACKGROUND:**

The Black Farmer is a premium brand targeting discerning consumers looking for quality produce. As a purpose-led business, it seeks to highlight the lack of diversity within food and farming while supporting and celebrating British farming excellence.

## **CAMPAIGN DETAILS:**

October 2022

Cromwell Road, London

## **CAMPAIGN OBJECTIVE:**

Test OOH as a media for a growing ethnically owned business to generate awareness and amplify its position as a mainstream brand.



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Out-of-Home allows us to make a big impression in a way that other formats can't. Delivering broadcast reach, it enabled us to get in front of a wider audience to grow our brand fame and recognition.

We've tested TV advertising in the past, but it hasn't worked because ads are easy to ignore or even skip. OOH, however, is unmissable. While people often fail to notice many of the messages they are hit with daily, with OOH, people don't have a choice but to see the ad, making it a powerful medium.

It also lends itself to creativity so you can develop ads that rise above the noise, gain attention and are memorable.

The combination of a strong creative celebrating our proud black roots, the timing around Black History Month, and appearing on prime sites that gave us kudos, successfully helped get our message out and reinforce our position as an established brand.

**WILFRED EMMANUEL-JONES**  
THE BLACK FARMER