



JCDecaux

CASE STUDIES



# OOH EXPANDS ENQUIRIES, AWARENESS AND REACH FOR WEIGHT LOSS SURGERY

*TONIC WEIGHT LOSS SURGERY*



## BACKGROUND:

Tonic Weight Loss Surgery is a specialist private weight loss centre offering a range of weight loss surgery procedures carried out by leading bariatric surgeons across 7 UK clinics.

## CAMPAIGN OBJECTIVES:

- Boost awareness of Tonic Weight Loss Surgery in key cities
- Drive website enquiries via mobile and desktop
- Assess the value of out-of-home by adopting a test and learn approach

## CAMPAIGN DETAILS:

Two 2-week test and learn campaigns were run in summer and winter.

Campaigns were targeted in key cities where its surgeries were located

High-traffic locations were selected, with the campaign embracing traditional and digital billboards

## RESULTS:

- Enquiries via its website and social media increased **40%** compared to the same time the previous year.
- In conjunction with TV and shopping centre advertising, OOH has been invaluable in driving brand awareness.

TONIC  
Surgery

"I've lost 15 stone  
I've got my life back thanks to Tonic."

[www.TonicSurgery.com](http://www.TonicSurgery.com)

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The billboard is mounted on a large, white, arched metal structure over a road. The advertisement features a man in an orange polo shirt and sunglasses standing on a sandy beach. The background of the ad is a light, hazy sky. The text is in a clean, sans-serif font. The overall scene is an outdoor urban setting with a cloudy sky and a blurred car in the foreground.





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With sales levelling off following years of growth, we naturally turned to Out-of-Home when launching our new marketing campaign.

Traditionally social media has been our primary advertising channel. However, this has limited our audience penetration, with certain target groups not participating in social media while others are opting for social media detoxes.

What Out-of-Home delivers is both brand-building opportunities and immediate responses, providing us with the best return on our ad spend. It's allowed us to target key locations that get us in front of our target audience while giving us wider reach in those locations where we want to grow our business. And in proving its value in the test and learn phase, Out-of-Home is now becoming a key marketing channel for us.

**CRAIG CHADWICK**  
COMMERCIAL DIRECTOR, TONIC WEIGHT LOSS SURGERY



