

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 of the oceans and the black 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

USING OUT-OF-HOME FOR BUILDING AWARENESS, EDUCATION AND SALES

DAME



BACKGROUND:

DAME is an award-winning business offering sustainable period products that are toxin-free and carbon negative, so better for the body and planet than traditional options.

CAMPAIGN OBJECTIVES:

To build awareness of the DAME brand.

To drive in-store rate of sale increases and direct-to-consumer online purchases.

CAMPAIGN DETAILS:

The campaign ran for two weeks in London on classic 6-sheet sites.

Sites were targeted close to specific stores, as well as in key London boroughs where the audience was interested in the environment or where DAME had strong online subscriptions.

RESULTS:

The campaign saw a 44% increase in sales.



Incorporating Out-of-Home has contributed to strong sales for us over the two-week campaign. As well as providing the perfect platform for increasing our visibility and raising our awareness, Out-of-Home also helped drive performance. We had a **44%** increase in sales, which we maintained in retailers the following month. What surprised us was that **over 400 people** scanned the QR code on the advertisements, which took them to an offer to trial our organic tampons or a reusable pad. We did not think QR codes would be so effective.

We've also had very positive consumer feedback regarding our advertising message. What we've learnt is that the impactful nature of Out-of-Home as a public media allows us to use it to educate the market, as well as being a talking point in itself. We've been able to draw attention both to period products and toxins in tampons in a powerful way that's hard to achieve in many other environments.

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