

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

OUT-OF-HOME DELIVERS SIGNIFICANT BRAND AWARENESS AND SITE TRAFFIC INCREASES, HELPING OTTA RISE ABOVE ITS COMPETITORS

OTTA



BACKGROUND:

Otta is an innovative job search platform for start up and tech businesses with a fresh approach to the recruiting process.

CAMPAIGN OBJECTIVES:

Otta's third Out-of-Home campaign was purely focused on raising brand awareness in London.

CAMPAIGN DETAILS:

The London campaign lasted eight weeks, with Out-of-Home being used in the first four.

Running on street furniture, print, and digital sites within Zone 1, key locations close to tech scale-up hubs were used to tap into the right eyeballs.

Dynamic ads were also employed on key digital sites to target workers on the prime days they were in the office.

RESULTS:

Unprompted awareness rose from **2% to 9%**, while it increased from **12-23%** for prompted. Site traffic also saw a sharp rise, up by **50%** in February compared with December's pre-campaign levels.



To understand the campaign's impact, we analysed a wealth of data, including quantitative results, qualitative market research, and a pre-and post-brand tracking survey. And the results showed a significant uplift.

Unprompted post-campaign awareness rose from **2% to 9%**, while it increased from **12-23%** for prompted. We saw an even stronger impact when isolating the results for London, where the campaign activity was running. Here, unprompted went from 2% pre-campaign to 12% post – a real surprise for us as this is notoriously hard to move - and prompted rose from **17-29%**. These results meant we overtook one of our closest competitors in terms of awareness, with the campaign helping set us further apart from the other challenger businesses in our space.

It also had a notable effect on site traffic. This rose by **45%** in January and **50%** in February respectively, compared to December's pre-campaign traffic. These rises were nearly x5 higher than some of our competitors, and the February growth contrasted with the competition, which saw their traffic levels fall. Interestingly this rise in February was on the back of a reduction in advertising spend that month, highlighting the stickiness of our offering and the continuing realisation of organic growth from our January investment.



Out-of-Home has also helped build trust in Otta. Often there's scepticism around game-changing job product claims, especially for scaling brands with low awareness. But our attention-grabbing visual images worked incredibly well in a channel that adds a level of trust other channels can't. It's also the only medium that builds brand buzz for us. Remarkably, we saw our **outdoor ads photographed and shared on social media** – something that rarely happens in this industry.

For brand campaigns, the real return can only be gauged over many months, not just when it's live. These strong results are an extremely positive signal which bodes well as we continue to track the campaign's longer-term impact and influence on organic growth.

SARAH DONOHOE
HEAD OF MARKETING, OTTA