



JCDecaux

CASE STUDIES

GROWING AWARENESS AND DRIVING REGISTRATIONS FOR THE LARGEST CAREERS FAIR FOR YOUNG PEOPLE

SKILLS LONDON



BACKGROUND:

Organised by BusinessLDN, Skills London is the UK's largest jobs and careers fair for 14-24-year-olds and their families, attracting over 20,000 young people from 29 London boroughs.

CAMPAIGN OBJECTIVES:

- To grow awareness of the event, which had been on hold for two years due to the pandemic.
- To drive delegate registrations.
- To promote and build awareness of the Skills London sponsors and exhibitors to add value to their involvement.

CAMPAIGN DETAILS:

The campaign ran for two weeks in train stations and on street furniture across 11 London boroughs. High-impact sites were used to reach the audiences when travelling to school or during their leisure time.

RESULTS:

Out-of-Home let Skills London engage the right audience across London and support delegate sign-ups, ensuring the event was a success for its attendees and the companies involved.



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Out-of-Home was the cornerstone of our integrated approach, which included email, print, direct mail and social media. Supporting the other channels, it provided us with high-impact touchpoints to reach our target audience.

Out-of-Home was central to our social media activations, with our campaign focused on encouraging the audience to post photos of our adverts. **Traffic doubled to our website** over the campaign period and one company told us they signed up to be part of Skills London after seeing our Out-of-Home advertising.

As well as the buzz created by the campaign, the social activity helped prove we had selected the right locations to reach, engage and convert our audience across London.

Seeing Skills London advertised in stations and on bus stops really brought everything to life, the payoff being the momentum generated across the ExCeL London Halls over the two days of the event.

ELIZABETH FORRESTER
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