



JCDecaux

CASE STUDIES

USING OUT-OF-HOME FOR BUILDING AWARENESS FOR A BRAND AND A CAUSE

SOUL CAP



BACKGROUND:

SOUL CAP's mission is to make *'swimming for all'*.

It brings inclusivity and accessibility to swimming through its range of swimwear that lets anyone swim their way, including the extra-large swim cap designed for hair blessed with volume.

CAMPAIGN OBJECTIVES:

While growing awareness of the SOUL CAP brand was important, the campaign primarily promoted the Swim Proud Foundation. SOUL CAP launched the fund to support grass roots swimming projects that focus on bridging the gap between the barriers often faced by the black community in swimming spaces.

CAMPAIGN DETAILS:

The UK-wide campaign ran for one week on iconic Digital Towers in key cities, including London, Manchester and Birmingham and digital 6 sheets in train stations nationwide.

RESULTS:

The campaign increased web traffic and expanded its reach to new audience segments.



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Until Reach, we thought Out-of-Home was a channel beyond the means of our business. It's allowed us to scale in a way we couldn't have on our own. As email reaches people who already know about us and social media targeting is difficult, it was Out-of-Home that let us engage our audience and access new segments we couldn't before.

The UK campaign saw our ads tagged on social media, which brought our global community together, further spreading awareness of the initiative. And we learned that promoting a black business focused on improving lives was inspirational for many.

We saw strong site traffic increases, opening our eyes to Out-of-Home's potential for us. When we're looking to promote our products, we know incorporating this will make a difference to us, so we are integrating it into our marketing plans in the future.

ASHLEY OAKEY
DIGITAL & STUDIO MANAGER, SOUL CAP



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Working with the Reach programme with our client SOUL CAP has been one of the highlights of my career.

Through the strategic and creative work we completed, SOUL CAP’s commitment to the SWIM PROUD fund, and the mass exposure Reach delivered, this was the definition of collaboration.

Reach allowed us to launch the SWIM PROUD fund to a new audience. And for the first time, children saw role models that looked like them on huge outdoor screens.

It’s great to see a small business be able to use Out-of-Home to access a large-scale audience they could have never reached. And the feedback from individuals and companies shows they were inspired to see a black business focusing on this serious issue.

It’s great to see the power of advertising create such a positive social impact on black communities.

DANIELLE BARWICK
ACCOUNT DIRECTOR, OCTAGON WORLDWIDE, UK.