

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

BUILDING BRAND AND CHANGING PERCEPTIONS FOR A STREAMING PLATFORM AND PUBLISHER.

WaterBear Network



BACKGROUND:

WaterBear offers a streaming platform bringing inspirational and educational films and documentaries to entertain people into action around environmental and humanitarian causes.

CAMPAIGN OBJECTIVES:

To build brand awareness for WaterBear across key London locations.

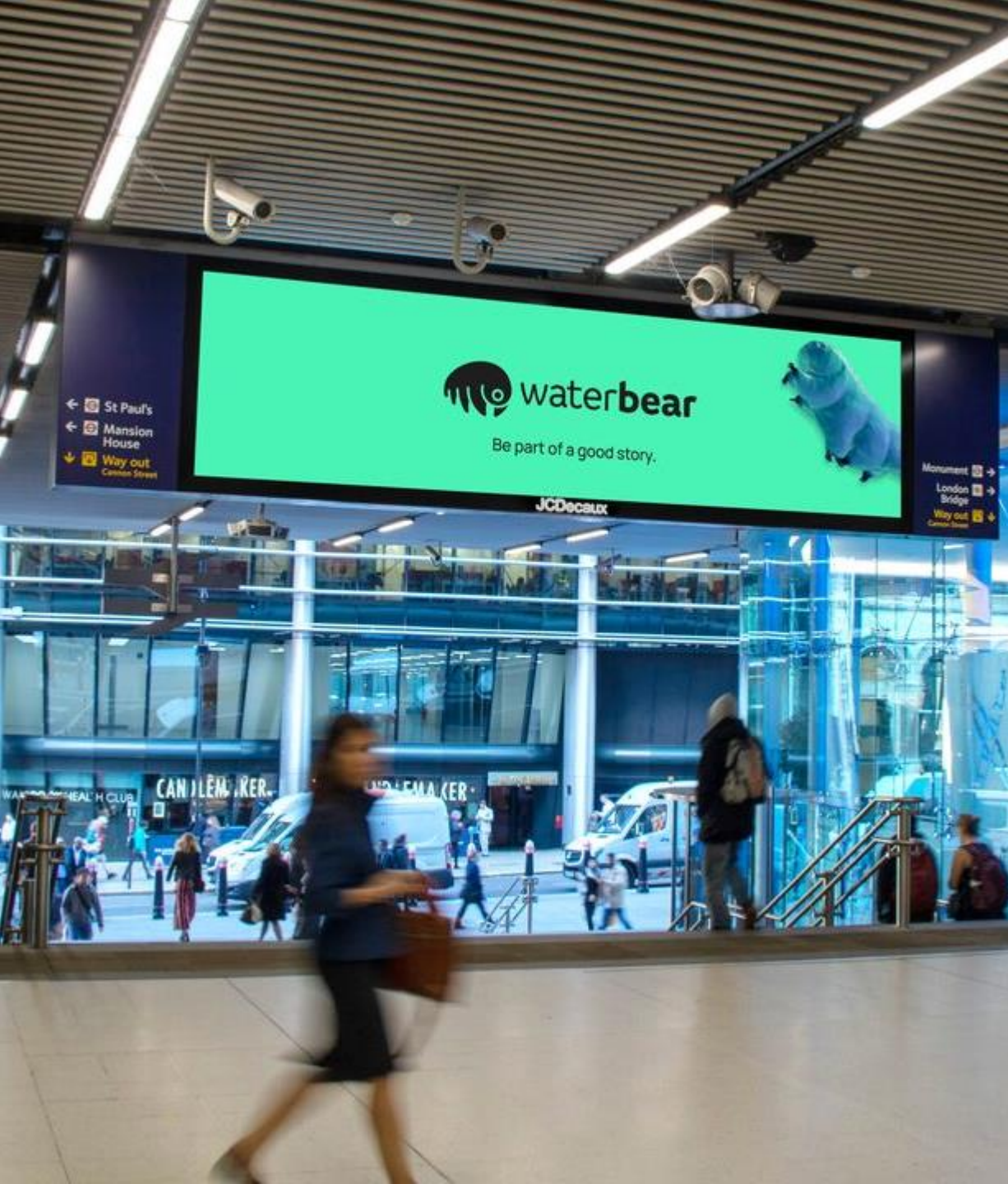
CAMPAIGN DETAILS:

The campaign ran across sites in London from 8th - 29th May.

The advertising targeted sites close to universities and other locations where WaterBear's key 16 to 35-year-old audience lived.

RESULTS:

The campaign changed perceptions amongst brands towards WaterBear and drove 50% greater exposure on Instagram.



This was our first major above-the-line brand awareness campaign in one market, and we used bold and innovative ads to create intrigue.

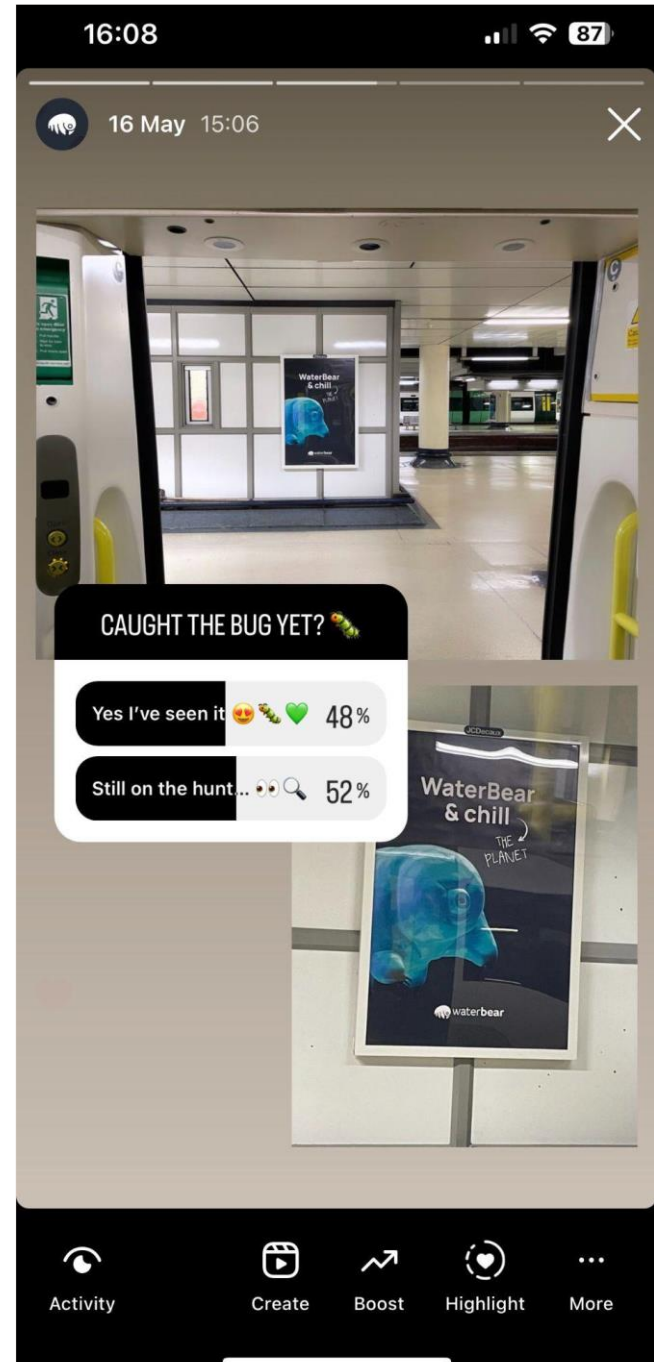
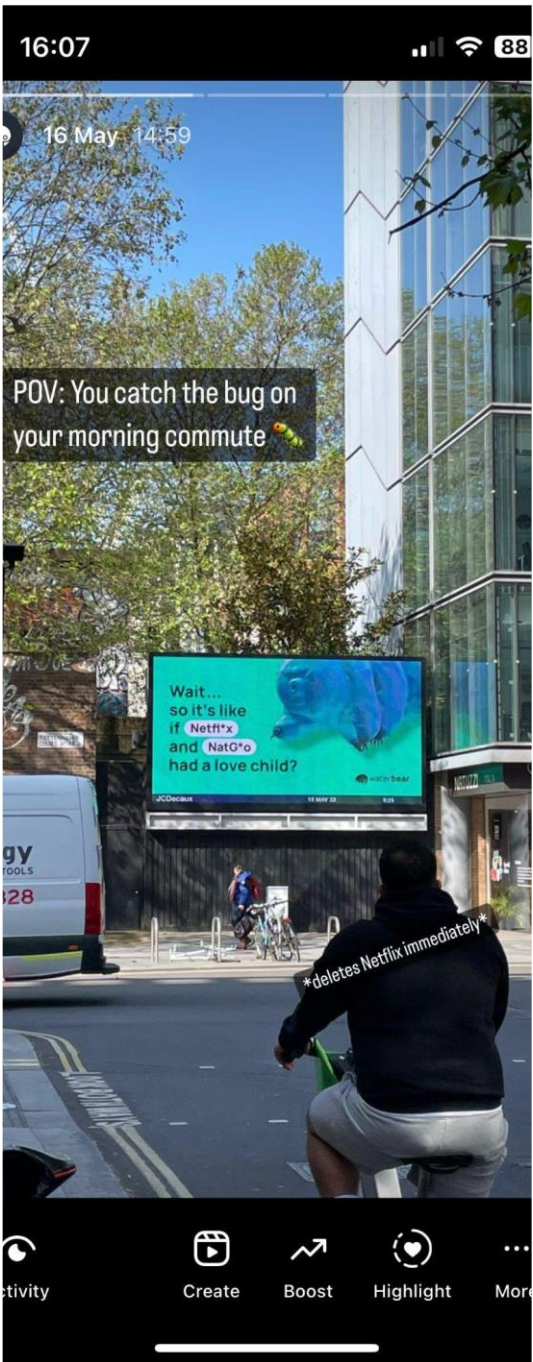
Our London Ambassadors developed content around the Out-of-Home campaign, which was shared by our social community. This sparked conversations with them and expanded the campaign across digital environments, allowing us to reach new audiences.

We also supported it with a digital campaign, and while traditionally, Facebook dominates attention for us, the engaging nature of Out-of-Home saw Instagram get 50% more exposure than expected..

Out-of-Home has put WaterBear on the map, positioning us as a serious organisation. It's even changed the perceptions of brands that previously had been reluctant to engage with us: seeing the activation changed their perception, and they have come forward to work with us.

IMOGEN HENRY

MARKETING MANAGER, WATERBEAR NETWORK



Social media expanded the Out-of-Home campaign reach, keeping it visible over the period the advertising ran.