

CASE STUDIES

CAMPAIGN OVERVIEW

LANGUAGE EXPLORER AND THERAPY BOX

Background

- Therapy Box is an organisation dedicated to using technology to solve real world problems by identifying disabilities. Therapy Box was the 2018 winner of Voom, the UK and Ireland's biggest business pitching competition. Part of the prize was an Out-of-Home media campaign from JCDecaux Nurture.
- The campaign run was for the Language Explorer app, designed to help speech and language therapists identify children with developmental language disorder. Participants recruited through the Out-of-Home campaign downloaded the app as part of the trial period, 'training' it to be used by speech and language therapists in the future, benefiting thousands of children.
- Language Explorer is a collaborative project between Therapy Box, the National Institute for Health Research's 'Invention for Innovation' programme, Sirona CiC, North Bristol NHS Trust and Newcastle University.

Objectives

- Sign up participants for the Language Explorer research project by encouraging downloads of the Language Explorer app
- Broaden project reach to people who would not usually interact with research studies

Campaign details

- Classic 6-sheet channel nationwide
- Two weeks from 15th June (England and Wales) and 29th June (Scotland) as part of JCDecaux's 'First Hello', the first campaign posting since lockdown





“The Out-of-Home media campaign was an exciting opportunity for us, and a novel way to recruit participants in an academic project, which was appreciated by our partners who saw their work come to life in a unique way.

Through the campaign we sought to encourage parents and children to download the Language Explorer app, and our campaign was carefully planned to run near schools to encourage participation from people who would not ordinarily consider taking part in a project such as this. With schools closed, we were concerned we’d miss our target market, but this didn’t happen. Children in our required 4-8 age group returned to school, seeing the posters as planned. Parents told us they’d enjoyed looking for their local Language Explorer posters on their daily walk, and that the app was a fun family activity when everyone was spending more time at home.

The campaign has certainly delivered for us. We’ve seen a +40% increase in unique website visitors; we are more than half way towards our app download target, and we broke our record for the greatest number of assessments completed via the app in a single day!”

Rebecca Bright