

CASE STUDIES

REAL-WORLD OOH PRESENCE FOR ONLINE-ONLY VET BRAND DRIVES DRAMATIC INCREASE IN PAID CONSULTATIONS AND

FirstVet

BACKGROUND:

FirstVet is an independent digital veterinary service offering video consultations to pet owners for advice and guidance on their pets – wherever they are.

CAMPAIGN DETAILS:

22nd March for two weeks

Classic 6-sheets in proximity to parks and open spaces for targeting a dog-walking audience

OBJECTIVES:

Build awareness of the FirstVet brand

Raise awareness of FirstVet's digital veterinary service to the greatest number of pet-owning potential subscribers

Bring an online-first service into 'the real world' with a comprehensive on-street brand presence from OOH

Increase visits to website, enquiries and paid consultations

CAMPAIGN RESULTS:

Web traffic: +90% during campaign

Paid consultations:

+50% month-on-month February to March

+60% month-on-month March to April





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The Out-of-Home campaign successfully brought the online FirstVet brand into the ‘real world’ to reach both existing and potential customers.

Data-driven planning enabled us to derive best value from our budget by running the campaign on 6-sheets in direct proximity to parks and open spaces, reaching dog walkers, a substantial potential audience for the service.

The OOH campaign played an important role in achieving our objectives. It was good to see encouraging increases in both website traffic and paid consultations during, and immediately after, our campaign.

OTTO ECROYD

UK COUNTRY MANAGER, FIRSTVET