

# CASE STUDIES

# Using Digital Out-of-Home to raise awareness of easily accessed online advice and reach the widest number of those in need

*Shelter*

## **OBJECTIVES:**

Raise awareness of Shelter's regularly-updated Covid-19 specific online housing advice

In the face of an influx of need, signpost to online advice specifically, helping to keep the telephone emergency helpline available for those with urgent needs; and also ensuring users were aware that many Covid-specific housing queries could be most efficiently resolved via the comprehensive, up-to-date information and advice found online on the dedicated pages

Reach the greatest possible number of those in need through message display in key transport locations, targeting lower income groups who were most likely still having to travel to the workplace during lockdown

## **CAMPAIGN DETAILS:**

Digital 6-sheets at all Network Rail-managed stations in the UK

29<sup>th</sup> January – 2<sup>nd</sup> May 2021

Tailored, location-specific copy for Shelter England and Shelter Scotland









Out-of-Home media was a key channel for Shelter because despite lockdown's restrictions on travel, we knew that those most likely to need our services would need to continue to travel to work, regularly using the rail network, so the rail campaign provided us with comprehensive reach of those in need.

We were confident that the medium would provide real stand out for our central message, and the associated URL; and we were able to use it to augment our online channels' effectiveness through location targeting, so people exposed to our OOH were exposed to the same message online as well, which made it easier to convert that awareness to visits to our online resources.

The campaign results really reinforced the value of our strategy. **In England, average weekly visits to Shelter's Covid-19 advice pages increased by 19%. In Scotland, the campaign ran in conjunction with online activity using the same messaging, and traffic to the advice pages increased by 164% during the campaign.** In summary, the campaign was demonstrably able to ensure people could access timely advice and information about their rights, potentially preventing people from falling into crisis. For our own team, seeing the ads made us all feel proud – it was a real lift to see our plans come to life 'out in the wild'.

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