

CASE STUDIES



DOOH CREATING CONSUMER AND TRADE IMPACT FOR A BRAND NEW SNACK BRAND

Love Corn

OBJECTIVES:

Build brand awareness quickly

Plan campaign in proximity to stockists for retailer launch support

Create stand-out and talkability

Encourage purchase intent and, as a result, increase sales

CAMPAIGN DETAILS:

Multi-format DOOH campaign across various JCDecaux Channels: rail, city centre and supermarkets





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With retail you really only get one chance once you're on the shelf, so its really important that we're doing everything we can to support those launches.

For a brand of Love Corn's size, purchase intent is really important. We need to drive consumers to pick up Love Corn as a new brand in store.

Following the DOOH campaign, JCDecaux carried out some research for us amongst Tesco customers which showed a significant increase in both that purchase intent and brand awareness.

We've seen a significant increase in post sales amongst all of our key retailers, and we believe that the campaign changed perception of Love Corn and positioned us as a mainstream snack brand.

It's great for our retail buyers to see how we're supporting the product launch in their stores, and I've had lots of e-mails from them referencing that they've seen the campaign. We're behaving like a big brand, and as a result that's really helping drive sales within their stores.

JAMIE McCLOSKEY

FOUNDER & CEO, LOVE CORN