



JCDecaux

CASE STUDIES

DIGITAL OUT-OF-HOME SCALING SINGLE SALES AND STREAMS TO RAISE FUNDS FOR CHARITY

Have A Word Podcast – Laura's Gone single release



CAMPAIGN OBJECTIVES:

Drive sales of charity single 'Laura's Gone' to fundraise for charities Zoë's Place Baby Hospice and the Childhood Eye Cancer Trust (CHECT)

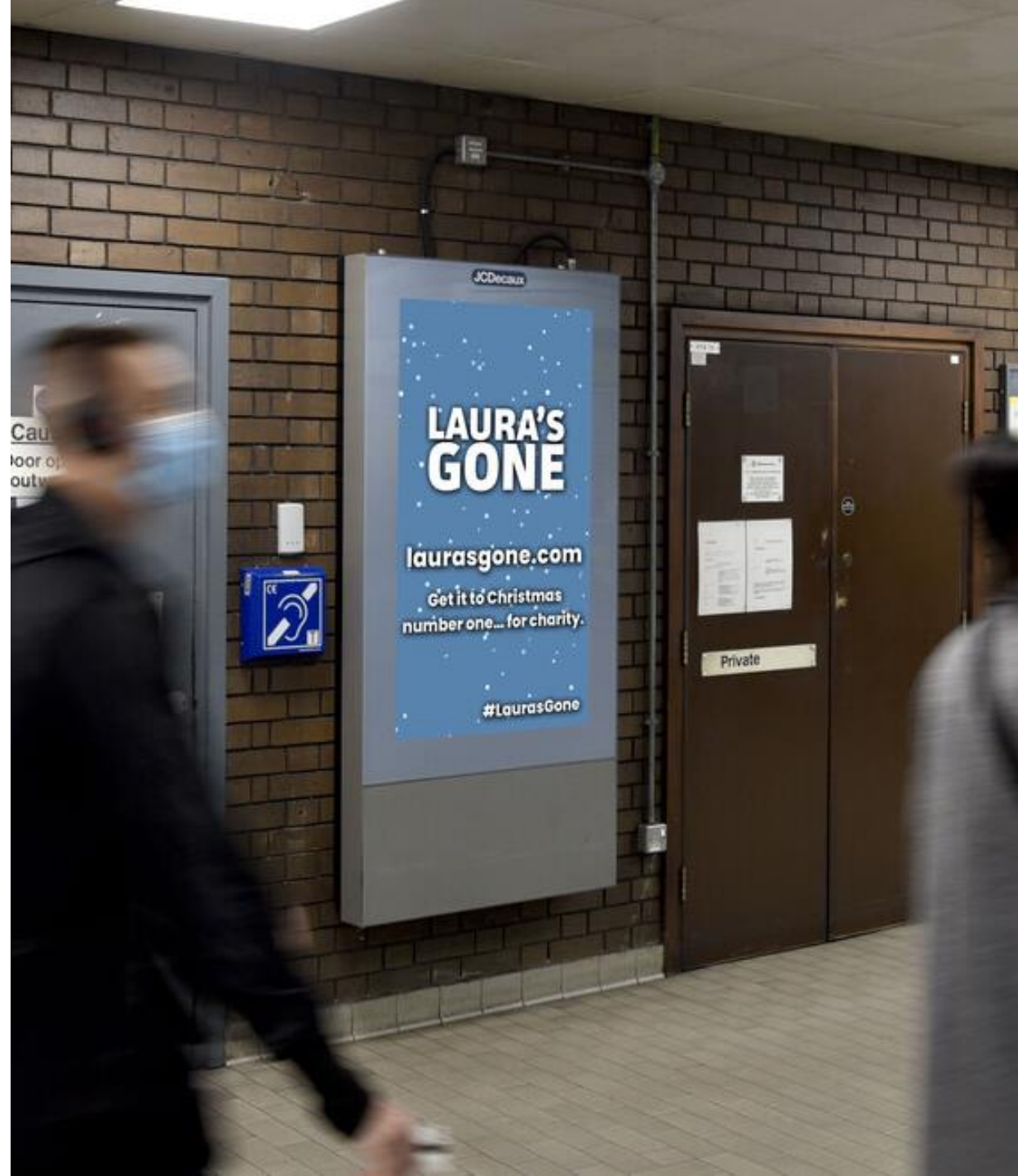
Raise awareness of the routes available to buy or stream the single

Encourage consumers out and about over the pre-Christmas period to go online and find out more about the initiative and the charities supported

CAMPAIGN DETAILS:

December 2021

Rail Digital 6-sheet network, Liverpool





The Digital Out-of-Home (DOOH) campaign surpassed all our expectations, and we're incredibly thankful to JCDecaux for their help. As soon as we launched it, we saw a 689% increase in traffic to the Laura's Gone website.

A significant additional benefit from the campaign was that having our message in such public locations meant that our audience snapped shots of the screens while they were out and about, sharing them online on social media and augmenting the reach of the campaign that way.

This extra online exposure to the campaign meant that even more people went out actively looking for our DOOH sites, and sharing them online, too. This helped us reach our existing audience, as well as the substantial additional audience groups targeted through the 'real world' DOOH campaign.

By the end of the week of sales, a quarter of all traffic to the Laura's Gone website was direct. Having compared analytics from before to during the campaign, we're confident that this was due to people seeing the website address on the screens and then taking action to find out more and buy the single. Most importantly, the single made it to number 4, and these sales enabled us to raise significant sums of money for two incredible charities.

MATTHEW

THE 'HAVE A WORD' PODCAST