



JCDecaux

CASE STUDIES

PROXIMITY AWARENESS BUILDING CAMPAIGN LEADING TO SIGNIFICANT MEASURABLE SALES IMPACT

TOTM



BACKGROUND:

TOTM is an emerging environmentally-responsible period care brand

CAMPAIGN OBJECTIVES:

Grow awareness of breakthrough period care brand TOTM, specifically in proximity to Tesco Express stores in support of the 'Super Pads' product stocked there

Drive consideration and increasing footfall into store

Build brand familiarity to prime potential customers for when they see the product on the shelf

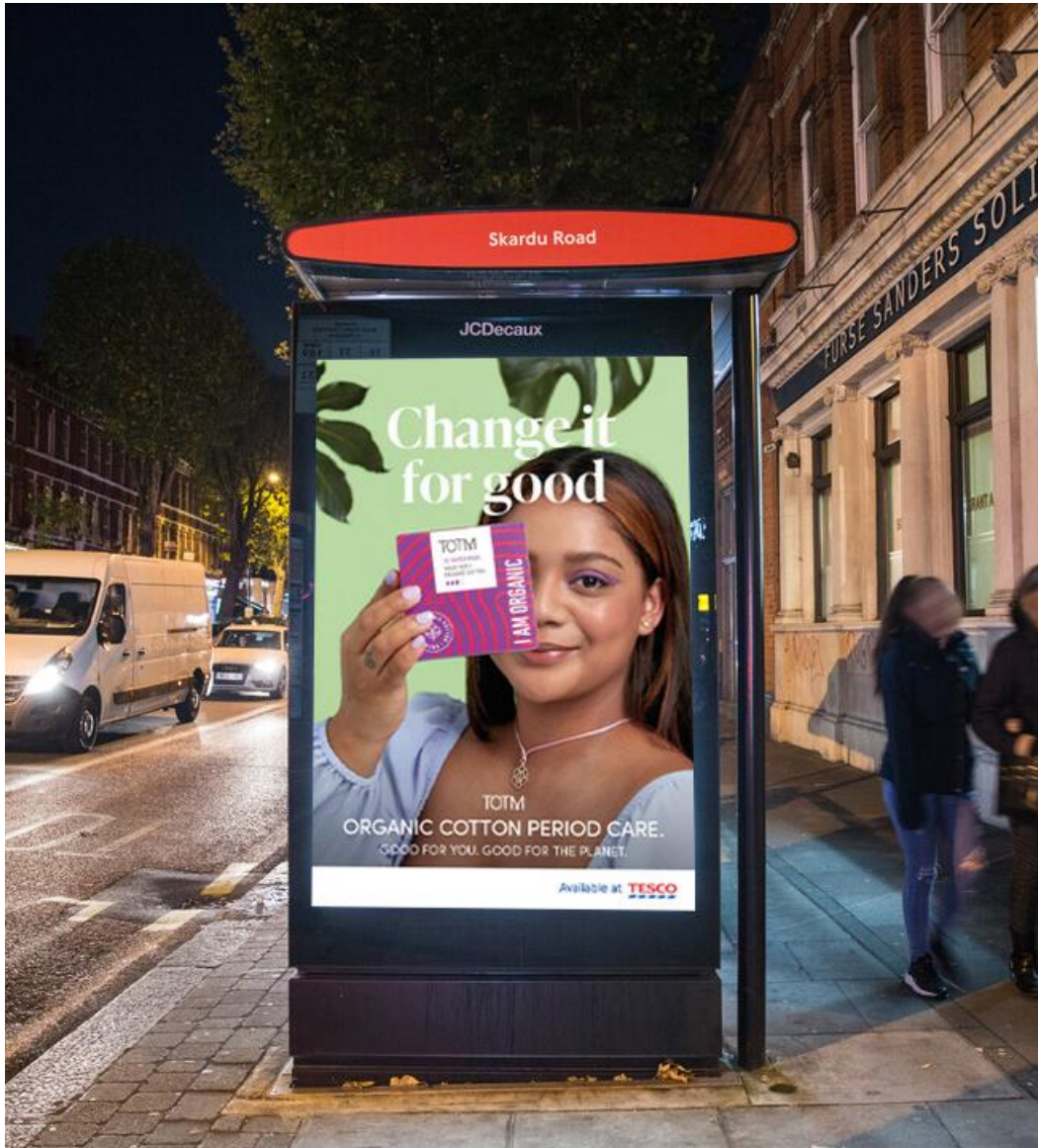
CAMPAIGN DETAILS:

Two weeks

February 2022

London only

Classic 6-sheets within 150m proximity to Tesco Express stores stocking the 'Super Pads' SKU





We were really pleased with the results of our first Out-of-Home campaign.

This campaign built excellent levels of offline brand awareness, reaching new potential consumers, and also effectively promoted the fact that TOTM Super Pads are now stocked in Tesco. Through data-driven planning we could ensure that our campaign was located in close proximity to the Tesco Express stores that stock our brand, which drove an exceptional sales uplift for us.

During the campaign, sales of our Super Pads product in Tesco Express increased by 30%; we saw a great post-campaign sales impact, too, with sales on average 17% above benchmark.

The campaign generated high levels of talkability. It was featured in our trade press publications which augmented its reach and influence, and opened the door for conversations with other potential retail stockists. We were delighted when our Tesco buyer asked to come and see the campaign, and the positive feedback they gave us on it.

Overall, it was a real learning for us that OOH could deliver such measurable impact, and as a result we will be including OOH on our future media plans.

KILEY YALE

HEAD OF SALES, TOTM