



JCDecaux

CASE STUDIES

OUT-OF-HOME DRIVING WEB TRAFFIC UPLIFT AND INBOUND CALLS FROM A RIGHT TIME, RIGHT PLACE, RIGHT AUDIENCE CAMPAIGN

GETGROUND



BACKGROUND:

GetGround is an online buy-to-let property investment business. They specialise in helping people purchase buy-to-let properties through UK Limited companies, making entering the buy-to-let market more straightforward and efficient.

CAMPAIGN OBJECTIVES:

Build brand awareness amongst two distinct target audiences: a high-income AB audience who already own a number of buy-to-let properties; and an audience of high-income potential first-time buy-to-let property purchasers.

Build brand trust and brand equity amongst these audiences to encourage consideration and exploration.

CAMPAIGN DETAILS:

Two weeks

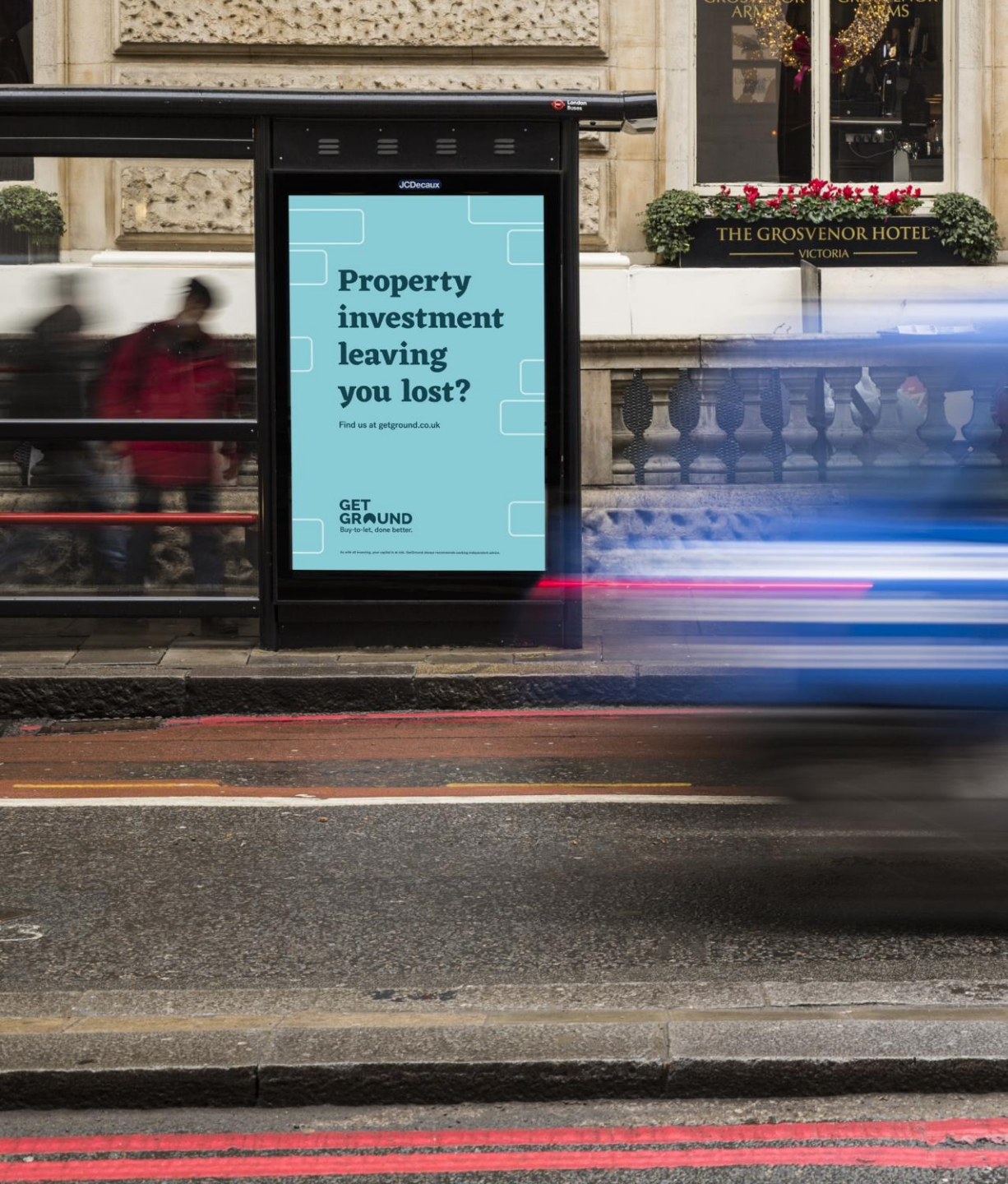
28th March – 10th April 2022

Specific areas of London

West London and the City: Classic Roadside 6-sheets

The City: Classic Rail 6-sheets; Motion @ City





For me, there was one overarching reason to use Out-of-Home media so early in GetGround's brand development: to build trust and familiarity not just amongst those interested in our services today, but also amongst those who may seek them out in the future.

When most advertising we interact with is served online, OOH is one of the few we observe in person, amongst our daily lives. It has a longer lifespan than online, aiming to build long-term memory structures rather than prompting decisive action.

However, it can certainly do that too: we've seen some great real-world results from this campaign. Web traffic in London – where our campaign was concentrated – jumped by 25% with our Sales team taking inbound calls from new customers as a direct response to seeing the campaign at bus stops and through London's mainline stations. Our B2B partners engaged too, augmenting the campaign's reach on their social media channels. And, importantly, our own team were really excited and engaged by seeing our brand during their day-to-day activities.

A treasure hunt across London to find our ads (and get creative with their pictures) built important employee associations with the brand which, particularly with our team growing so quickly, engaged employees new and old in the essence behind what it means to work at GetGround.

ALEXANDRA LAMPORT
SENIOR BRAND MANAGER, GETGROUND