



JCDecaux

CASE STUDIES

MULTI-FORMAT LOCATION-TARGETED OOH CAMPAIGN SIGNIFICANTLY BOOSTING BRAND AWARENESS AND SALES ACROSS ALL PRODUCT STOCKISTS

BERNE UK



BACKGROUND:

Produced in Provence, France, Chateau de Berne wines are truly unique. They are brought to the UK by MDCV UK, a business dedicated to introducing the finest English and Provençal wines to the UK market.

CAMPAIGN OBJECTIVES:

Boost Berne brand awareness by 5% amongst key consumer demographic

Drive footfall in store to deliver a 20% increase in in-store rate of sale

CAMPAIGN DETAILS:

June 2022

Multi-format Digital and Classic Out-of-Home campaign

Large and small format Roadside and Rail

Campaign concentrated in Greater London





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Berne is one of only a few wine brands to choose Out-of-Home as part of a media mix. It was really exciting to see the campaign go live across the capital, and we are really proud that we made that choice and have had such a positive response as a result of it.

We chose multi-format Out-of-Home media, concentrated in London, because we wanted to capture the attention of our end consumer, and we felt that OOH could give us the greatest impact. We worked very closely with JCDecaux's Nurture team to optimise the potential of a location-focused approach, mapping our campaign along major commuter pathways to enable us to overlap it with our retail listings. This effectively grew the volume of our target market while also ensuring that these potential purchasers were in close proximity to a store to buy.

The campaign demonstrably delivered on our key objectives, exceeding the targets set. Overall brand awareness and intent to purchase more than doubled, growing from 5.5% to 11.8% and from 4.1% to 9.8% respectively.

EMMA CLARK
MARKETING MANAGER, MDCV UK