



JCDecaux

CASE STUDIES

LOCATION-SPECIFIC TEST CAMPAIGN IDENTIFYING OOH'S MEASURABLE IMPACT ON ORGANIC SALES GROWTH

BUTTERNUT BOX



BACKGROUND:

Butternut Box is a new breed of dog food which provides fresh, healthy meals, personalised meal plans and home delivery for pets and their people across the UK. The brand's first OOH test campaign ran in Nottingham & Edinburgh in January.

CAMPAIGN OBJECTIVES:

Apply learnings from previous campaigns to continue to test OOH's capabilities by reviewing difference in campaign impact on all measures in test vs control locations

Build brand awareness

Drive traffic to Butternut Box's website

Understand OOH's impact on organic sales

CAMPAIGN DETAILS:

6th June – 3rd July 2022

London-specific

Rail Classic 4-sheets

Roadside Classic 6-sheets

LDN Drive Digital large format





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We wanted our second Out-of-Home test campaign to obtain conclusive learnings about the channel’s impact on organic sales. It effectively augmented the success of the first by having a much greater positive impact on website traffic, while also enabling us to understand the significant impact of a multi-channel approach, as we ran a breakfast TV campaign simultaneously.

We saw a conclusive uplift in organic traffic and page views from our test geography, London, during the campaign, well above the year-to-date average. Traffic from other geographies remained relatively flat, proving our hypothesis through real-world data.

The campaign also continued to grow brand awareness, particularly amongst women, who make up a greater proportion of our customer base and target audience than men.

And finally, bringing our stand-out creative into the real world once more saw recall of our OOH campaign grow 6.7%, meaning our message and our creative really established themselves in the minds of consumers.

CHRISTY MCCORMICK

BRAND & CREATIVE DIRECTOR, BUTTERNUT BOX