JCDecaux

CASE STUDIES

USING THE POWER OF OUT-OF-HOME TO RAISE AWARENESS AND DRIVE CONSIDERATION

Rated People

Brand Awareness

BACKGROUND:

Rated People is a UK home services marketplace matching 5m homeowners with skilled, local tradespeople. There are over 15,000 annual tradespeople active on the platform, and 50,000 homeowners post jobs each month.

CAMPAIGN OBJECTIVES:

- Grow overall brand awareness and consideration amongst its tradespeople target audience.

- A secondary aim was to raise awareness and consideration among homeowners and drive potential leads from both audiences.
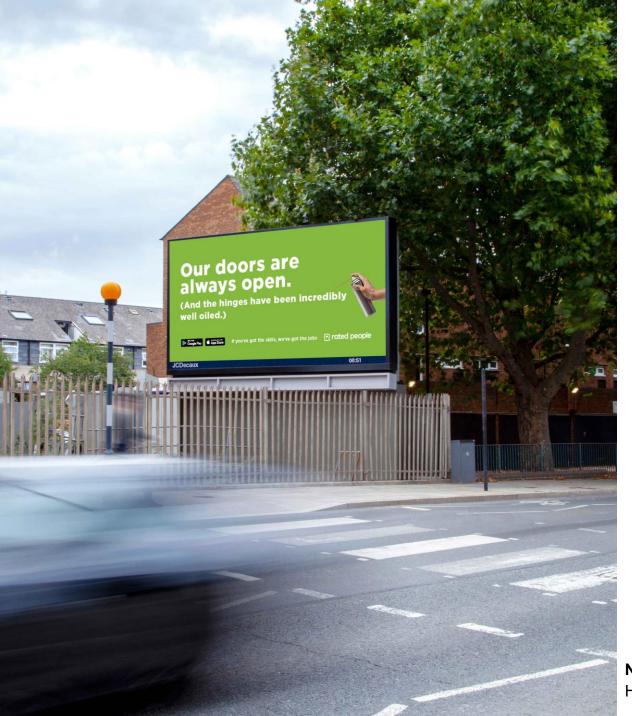
CAMPAIGN DETAILS:

Two-month campaign over September and October.

Part of a nationwide cross-channel campaign, with Out-of-Home drilling down on four specific locations.

RESULTS:

- Awareness amongst tradespeople rose **39**% from September to October, and **consideration doubled** over the campaign duration.

> Out-of-Home gave us a great channel to reach our audience in the right place at the right time. Unlike other media, we could be very smart by targeting locations that allowed us to be present where tradespeople would be purchasing materials or travelling to work. We could also easily focus on areas where we would benefit from recruiting even more tradespeople into our marketplace to complete the many jobs being posted by homeowners.
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> Out-of-Home also triggered an emotional response. Social media engagement soared, with the bold messaging sparking discussion. That allowed us to engage in positive conversations online and land what Rated People stands for as a brand.
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> Across the two months of our cross-channel campaign, our awareness amongst tradespeople rose by **39%**, and consideration doubled, with out-of-home being a significant driver. While not a primary objective, homeowner awareness increased by **6%** at peak and consideration by **17%**, helping to drive new business for tradespeople on our platform. Now, we're looking to take our learnings forward to maximise the effect of future advertising.

NATALIE WHITE
HEAD OF BRAND COMMUNICATIONS, RATED PEOPLE