



JCDecaux

CASE STUDIES

# REALISING THE COMBINED POWER OF THE PUBLIC AND PRIVATE SCREENS TO INCREASE AWARENESS AND PERCEPTIONS FOR BUSINESS INSURANCE

*Superscript*



## BACKGROUND:

Superscript is the first UK insurtech to become a Lloyd's of London broker, and through its platform, it's transforming business insurance to meet the fast-changing needs of SMEs.

## CAMPAIGN OBJECTIVES:

Grow awareness of Superscript and increase positive perceptions towards the brand and greater consideration across its target audience.

Understand how Out-of-Home and social media advertising working together can amplify campaign performance.

## CAMPAIGN DETAILS:

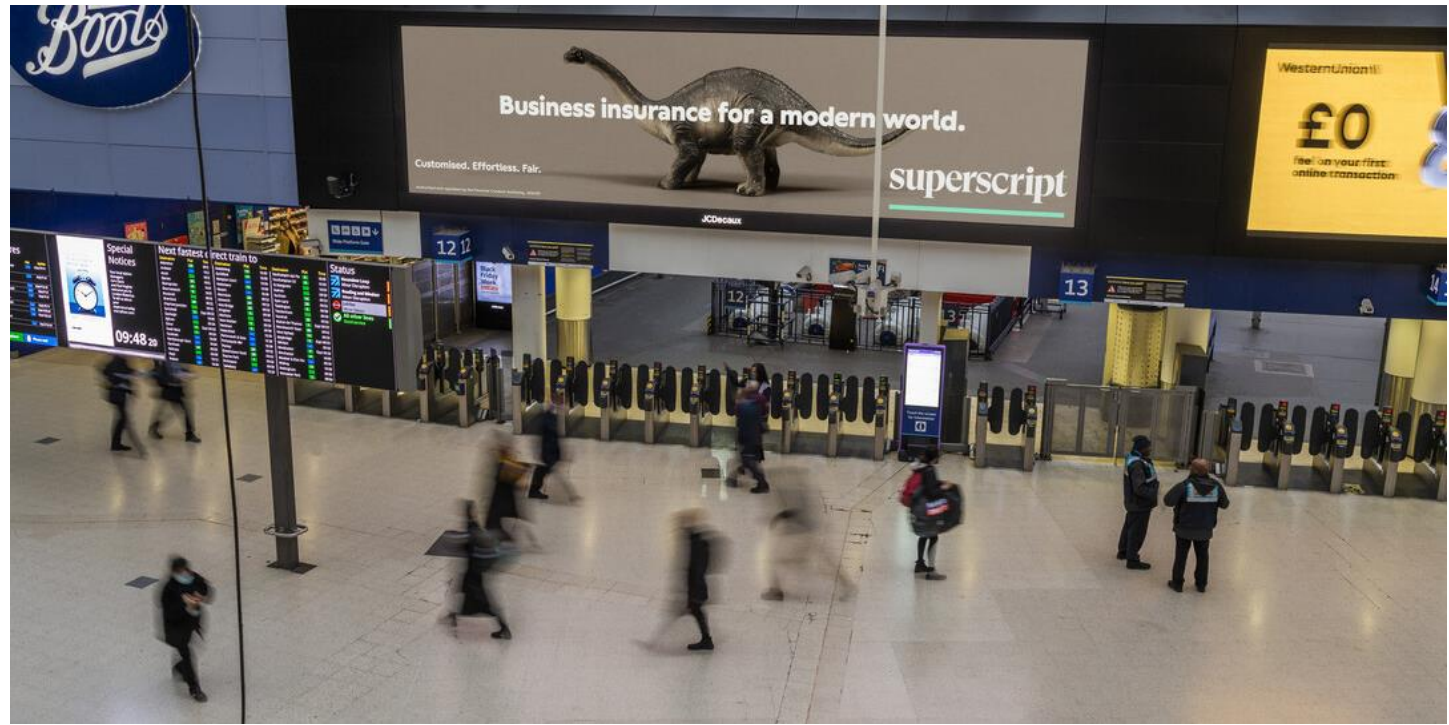
The campaign ran in London for three weeks during November, focusing on large format sites in major rail stations and roadside locations across 30 London boroughs.

Online display and paid social advertising ran in parallel to the Out-of-Home campaign.

## RESULTS:

There was a **x9** increase in people stating it would be the only brand they considered for business insurance.

Meanwhile, those exposed to both social and OOH were **73%** more likely to agree the ads made them curious to find out more and **63%** more likely to agree they stood out compared to those only seeing the social advertising.





We're committed to changing the world of business insurance, and this means building awareness and a strong connection with our target audience.

In this multi-channel world, we wanted to use both the power of the public screen, via Out-of-Home, and the private screen, through social advertising to see if the whole is more impactful than the sum of its parts.

While each played a different role in driving awareness and perceptions, together, this was significantly amplified.

We saw consideration rise by **x9**, and the blended channel approach meant those exposed to social and OOH were **73%** more likely to be more curious about finding out more and **63%** more likely to agree the ads were distinctive than those just seeing our social advertising. Adopting this dual strategy really made a difference.

The learnings taken from this campaign allow me to drive future channel investment decisions in these areas and justify our ongoing commitment to Out-of-Home and social to build the brand and business.

**MAI FENTON**  
CMO, SUPERScript