

A satellite view of Earth at night, showing the illuminated continents of Europe and Africa. The city lights are visible as bright yellow and white spots against the dark landmasses. The ocean is a deep blue, and the sky is a dark blue with many stars. The Earth's horizon is visible at the top of the frame.

JCDecaux

CASE STUDIES

USING THE POWER OF OUT-OF-HOME TO RAISE AWARENESS FOR A NEW PRODUCT LAUNCH AND DRIVE WEB TRAFFIC

Skullcandy and OneAgency



BACKGROUND:

Skullcandy is a global audio brand bringing affordable and high-style headphones, earphones and hands-free audio devices to market .

OneAgency is one of the largest independent full-service agencies based in the North of England.

CAMPAIGN OBJECTIVES:

Support the launch and raise awareness of the Mod True Wireless Earbuds.

CAMPAIGN DETAILS:

The campaign ran during the September back-to-school period and utilised roadside 6-sheets (bus-stops), geographically targeted to London.

Creative context was also a consideration, with final creative reflecting a travel theme.

RESULTS:

Cross-channel activity, including out-of-home, delivered a **350%** increase in web traffic.



As Skullcandy's primary audience is between 16-30, we were keen to test out-of-home to reach them. We specifically targeted bus stop locations during the back-to-school period, and the creative reflected a travelling theme for added relevancy.

At the same time, we used social media, and Skullcandy was partnering with McDonalds' Monopoly promotion. The TV campaign complemented the OOH advertising, giving another opportunity to increase brand awareness.

While brand awareness was the key focus for the campaign, incorporating a QR code guided people to the Mod landing page. This delivered a moderate uplift, but it was the **350%** increase in website traffic from the out-of-home and TV advertising that was the real measure of campaign success.

One learning I took from out-of-home was just how quick and easy it is to get activations live. We're already planning our next campaign.

DAN SHEPHERD
SENIOR ACCOUNT MANAGER, ONEAGENCY