

# CASE STUDIES



# CHANNEL WAITROSE DIGITAL OUT-OF-HOME DRIVING AWARENESS, BUZZ, WORD OF MOUTH AND ONLINE SEARCH

*Visit Korea*

## **CAMPAIGN DETAILS:**

28<sup>th</sup> December 2020 – 17<sup>th</sup> January 2021

Channel Waitrose Digital 6-sheets

London, the South and South-East

## **OBJECTIVES:**

Prompt consideration of South Korea as a holiday destination

Position South Korea as an exciting, diverse and accessible holiday option

Drive those exposed to the DOOH campaign to YouTube to watch the destination videos, either directly or by searching 'Feel the rhythm'

# LONDON & SOUTH EAST WAITROSE SHOPPER

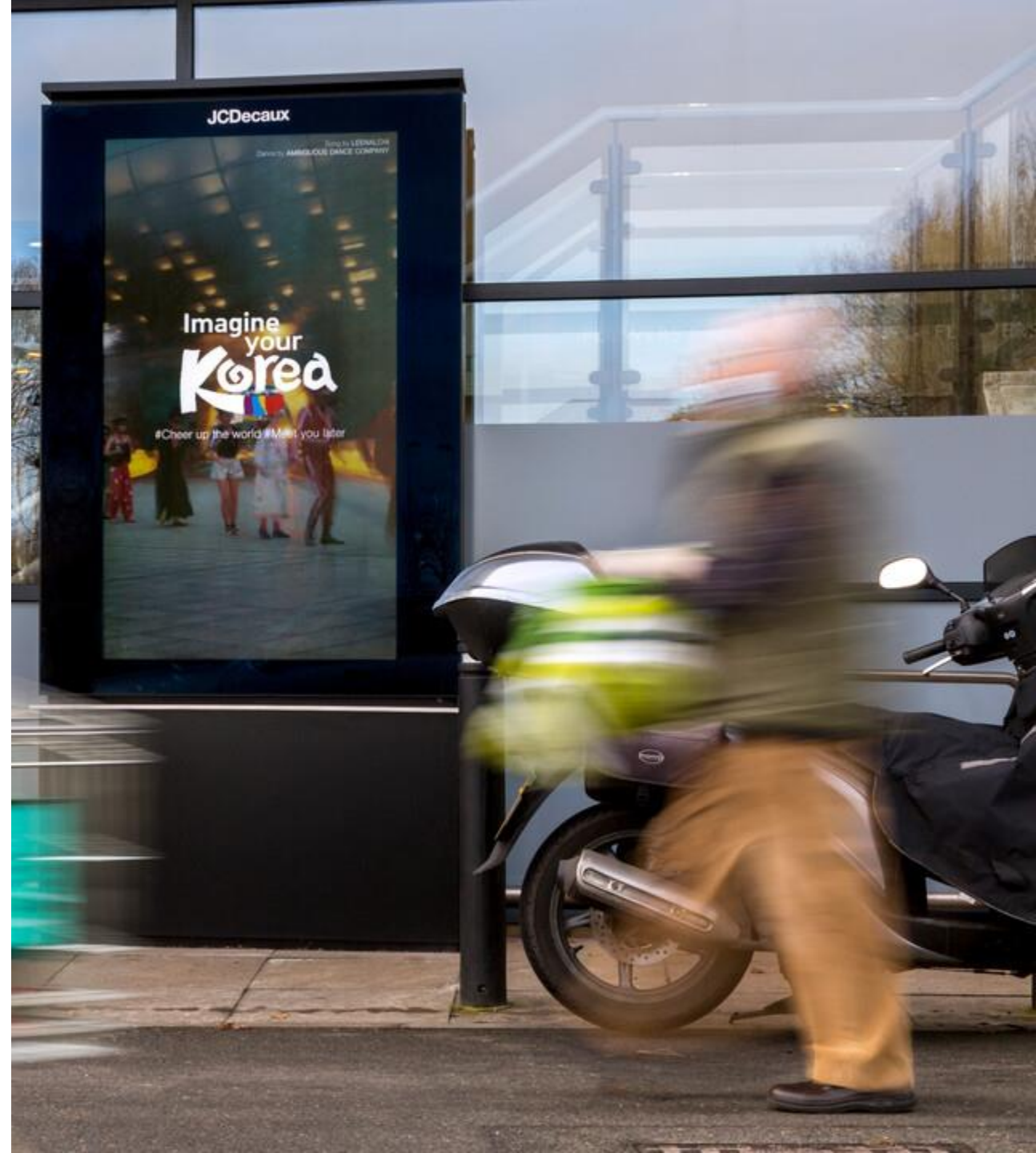
THE RIGHT AUDIENCE FOR VISIT KOREA

AB  
**+80%**

Most recent holiday destination – long haul  
**+36%**

Have visited South Korea for a holiday  
**+956%**

Positive rating of South Korea  
**+6%**



# BOOSTING KEY BRAND MEASURES AND YOUTUBE VIEWS

## BOOSTING BRAND AWARENESS MEASURES AMONGST EXPOSED AUDIENCE

AD AWARENESS **+284%**

CONSIDERATION **+34%**

IMPRESSION **+74%**

BUZZ **+126%**

QUALITY **+55%**

VALUE **+180%**

WORD OF MOUTH **+360%**

## DRIVING 'FEEL THE RHYTHM' YOUTUBE CONTENT VIEWS

DOOH drove consumers online to watch South Korea content on YouTube both directly and via search

**+34% increase in YouTube hits per day during DOOH period vs no DOOH**

DOOH drove intrigue and effectively persuaded consumers to find out more: views for 'Visit Seoul' YouTube content, advertised on Channel Waitrose, saw as many views as the rest of the South Korea YouTube content together



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Through the Visit Korea ‘feel the rhythm’ Digital Out-of-Home campaign we wanted to bring **South Korea as a potential holiday destination to the front of consumers’ minds** as international travel opens up once more.

We also wanted to ensure that through our media choices, the campaign would efficiently reach the greatest possible proportion of our target audience.

The results from the Channel Waitrose campaign really speak for themselves. It **clearly reached the right audience**, encouraging exploration and online search. Amongst those exposed to the campaign, it **successfully boosted brand awareness, consideration and buzz**, amongst positive shifts in other key brand metrics including persuading people to talk about the campaign.

**The Digital Out-of-Home element of our campaign fulfilled a key objective by increasing engagement with our YouTube content by more than a third.** It led to the same number of views for our ‘Visit Seoul’ film, which the Waitrose campaign put firmly in the spotlight, as the other videos put together.

**Ruby James**

Marketing Coordinator, Visit Korea