

CASE STUDIES

CAMPAIGN OVERVIEW

HIYACAR

Campaign details

- 89 sites
- LDN, rail, roadside channels
- Six-week overall campaign duration

Campaign objectives

- Provide a tangible physical presence for an online brand
- Drive reach
- Position the brand at the heart of local communities where the service is available





“As a digital brand we need a physical presence and on-street Out-of-Home effectively provides that. Our campaign brought the hiycar message and service to where the Streatham community were in November and December: high streets and commuter hubs.”

Out-of-Home complements other channels, such as brand ambassadors giving out flyers on the streets, and sponsorship of local events.

I liked the frequency and density of the campaign; made possible by the Nurture team’s understanding of our objectives, and their knowledge of how to deliver on these through JCDecaux’s extensive data planning tools.”

Sarah Kilmartin, CMO
hiycar