

CASE STUDIES

TIGHT CAMPAIGN TARGETING DELIVERING REAL-WORLD SALES SUCCESS

CIRCLA

BACKGROUND:

CIRCLA is a new, innovative beauty website which prioritises environmental responsibility. Not only are stocked brands carefully curated to ensure they're kind to skin and to the planet; CIRCLA also collects and refills packaging when empty, removing all requirements for single-use packaging.

CAMPAIGN DETAILS:

Classic 6-sheets in Fulham and Putney

Two weeks, 19th April – 3rd May 2021

OBJECTIVES:

Bring an online-only brand into the real world

Communicate what makes CIRCLA unique: its convenience, making it extremely easy to swap to top quality beauty brands in reusable packaging; and showing how straightforward it can be to make sustainability a fulfilling ritual, not a routine

Maximise effectiveness by targeting the campaign tightly to areas where the service is available, efficiently reaching the maximum number of potential customers

Increase visits to the CIRCLA website and sales via the platform





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There are lots of first that I remember from starting and running a company, but nothing to date has quite beaten the feeling of cycling down the road and seeing my brand on the side of a bus stop!

Bringing the online CIRCLA brand into the real world through this OOH campaign achieved a great deal for us.

We've seen a **62% increase in sales, with average order value doubling** to more than £43. In fact, we made more in the two weeks of the campaign than in the previous six weeks combined.

In addition, our 'real world' OOH campaign was very effective at pushing customers online to find out more.

Online store sessions increased by 20%, and with 85% of this increase coming from direct search, we were able to attribute it to the effects of the campaign over Instagram, and word of mouth.

And being able to target by location, ensuring our campaign specifically reached consumers currently able to access our service, made investing in OOH very efficient for us.

Claudia Gwinnutt

FOUNDER & CEO, CIRCLA