

# CASE STUDIES

# FLAGSHIP STORE PROXIMITY SUPPORT AND SALES FROM DOOH CHANNEL PARTNERSHIP DURING CHALLENGING RETAIL PERIOD

*Clogau Jewellery*

## BACKGROUND:

Clogau Jewellery is a Wales-based second generation family jewellery business. Every piece of jewellery Clogau creates contains rare Welsh gold from the Clogau St David's mine in Bontddu. This unique inclusion provides each piece with both personal and cultural meaning, and a permanent tie to Wales. .

## CAMPAIGN DETAILS:

14<sup>th</sup> November – 24<sup>th</sup> December 2020

Channel Partnership: St David's Shopping Centre, Cardiff

Mall Digital 6-sheets and MVision

## OBJECTIVES:

Raise brand awareness as part of Clogau's multi-media 'It's Who You Share It With' Christmas campaign – the brand's biggest campaign to date

Provide real-world store support for the flagship store in St David's Shopping Centre, Cardiff

Maximise sales opportunities within the short period non-essential retail stores in Wales were able to open





---

Our Christmas campaign, 'It's Who You Share It With' was our biggest yet – spanning TV, Digital, Social Activation, Direct Mail, Email Marketing and DOOH.

All of these elements had a specific role to play in the campaign – from mass, shared awareness, to personalised user experiences.

However, **our Digital Out-of-Home offered proximity targeting to our flagship store, Cardiff.**

**In the short period stores were open – between the firebreaker and national lockdown - our Cardiff store was top performing as it benefited from full saturation.**

Seeing the campaign across all screens, and the impressive MVision, was a gratifying moment.

We will see Clogau across more JCDecaux stature formats in the year to come – **we certainly saw the benefits from it – so much so, we've become an official Channel Partner with JCDecaux for St. David's in 2021.**

**BEN S ROBERTS**

MANAGING DIRECTOR, CLOGAU



---

I've long enjoyed working with JCDecaux and believe our Clogau Christmas campaign was our best yet.

**It's a brand that belongs in lights and the digital 6-sheets and MVision at St David's Shopping Centre did not disappoint.**

It's been a tumultuous year for Out-of-Home but Steve and JCDecaux have been the perfect media partners throughout – offering us **flexibility, insight and evaluation.**

The strong working relationship between S3 and JCDecaux is evident and been translated to the client, who has confidently agreed to a 12-month partnership – knowing that **despite whatever 2021 looks like, their media will be planned and executed responsibly and effectively.**

**GEORGIA HOLMES**

MEDIA PLANNER, S3

