

A magnifying glass is positioned over a document with horizontal lines. The entire image is overlaid with a semi-transparent blue filter. A white rectangular box is centered on the page, containing the text 'JCDECAUX CASE STUDIES' in white, bold, sans-serif font.

JCDECAUX
CASE STUDIES

£1M RAISED FOR UK FOOD BANKS THROUGH CAMPAIGN FEATURING AWARENESS-RAISING, ATTENTION-ATTRACTING OOH

Crowdfunder #14millionpeople food bank fundraising campaign

OBJECTIVES:

Raise awareness of the UK-wide problem of food poverty, and a route to help combat it

Support food bank projects and community charities throughout the country raising money to help the #14millionpeople in the UK struggling against poverty

Encourage people to donate to the Crowdfunder food banks campaign

CAMPAIGN DETAILS:

December 2020 – end January 2021

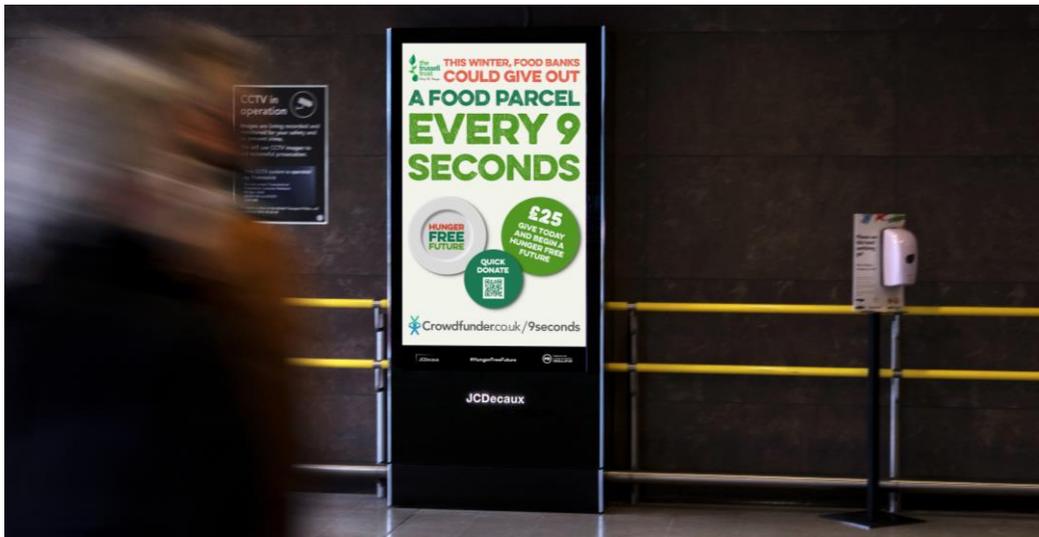
Digital and Classic Out-of-Home channels across roadside, rail and mall environments

Mix of cause-related messaging, raising awareness of the problem of food poverty in the UK; and a competition to win one of two pairs of Marcus Rashford's football boots

CAMPAIGN RESULTS:

More than £1m raised for UK food banks to date

OOH media played a significant role in raising awareness of the campaign to a broad audience, amplifying social media reach and effectiveness



JCDecaux

WIN MARCUS'
FOOTBALL BOOTS
IN TIME FOR CHRISTMAS!

Crowdfunder.co.uk/boots

Help work towards a future
where no one goes hungry

All proceeds go to

the trussell trust
FareShare
#14millionPeople
are living in poverty in the UK
and struggle to afford to eat

JCDecaux

FR
FINANCIAL
REGULATOR

“The Out-of-Home element of our #14millionpeople campaign brought the hard-hitting campaign message to life outside the online space, grabbing potential supporters’ attention, which is difficult to do using online channels alone.

“OOH worked in tandem with our Facebook campaign, as the Facebook content was easily recognisable from the OOH creative, providing an eye-catching direct online route to donate. In addition, our OOH campaign gave us great social media content, as we shared many images of the in-situ campaign via these channels.

“The campaign raised over £1m for food banks and charities involved with combating food poverty, and we believe OOH had a key role to play in raising awareness to achieve this.”

LUCY LOMAS

Head of Marketing, Crowdfunder