

CASE STUDIES

GROWING BUSINESS BY GROWING AWARENESS

Campaign details

- 48 sites
- Shoreditch Channel
- Two week campaign November – December 2018

Campaign objectives

- Grow brand awareness in order to scale business more rapidly
- Generate incoming leads
- Reach a high concentration of B2B start up and scale up target audience



“Up until now, the majority of our business has been developed by word of mouth, which is great, but we needed to develop our brand recognition above and beyond that, to generate incoming leads, which is where this campaign came in.

*Working with Nurture, we got **really hands-on advice** and a **tailored Out-of-Home campaign** designed specifically to provide Kontor with the results we were looking for. A combination of this relationship and the campaign’s results led to us **committing to a second campaign**, and we plan to put Out-of-Home media into our marketing funnel so the campaign keeps on rolling.*

*The Shoreditch Channel was in the **perfect location to reach our B2B target audience**: founders, co-founders and heads of operations for start-up and scale-up businesses based around Old Street, Clerkenwell and Shoreditch. It was a **motivating factor for our own team**, too. They think it’s cool, we’re advertising on these particular sites, and they see it.*

*Our experience contradicted the belief that Out-of-Home campaigns are really difficult to measure. We saw a **four-fold increase in traffic and enquiries** throughout the period of our campaign which can **only be attributed to Out-of-Home**. **People said they saw our ad** coming out of Old Street station; they took screen shots and sent them to us, and they might be telling their mates about it over a pint in the pub – it definitely had a **really positive impact** on our business, and brings an **additional element of credibility** to it.”*

LUKE APPLEBY, CO-FOUNDER, KONTOR