

CASE STUDIES

CAMPAIGN OVERVIEW



THE MARYLEBONE TOWER
4,842,092 fortnightly impressions

Campaign objectives

- Build brand awareness
- Build attribution between Soccer Aid and the UNICEF cause
- Activate audiences to raise money for UNICEF
- Help drive viewers to watch the event on TV

Media used

Print, online, OOH

JCDecaux media used

Mall D6s; Rail D6s; Rail classic 6-sheets; roadside classic 48-sheets; National Towers Channel

118,028,471 impressions

21st May 2018 – 17th June

(playouts increased 3rd – 17th June)

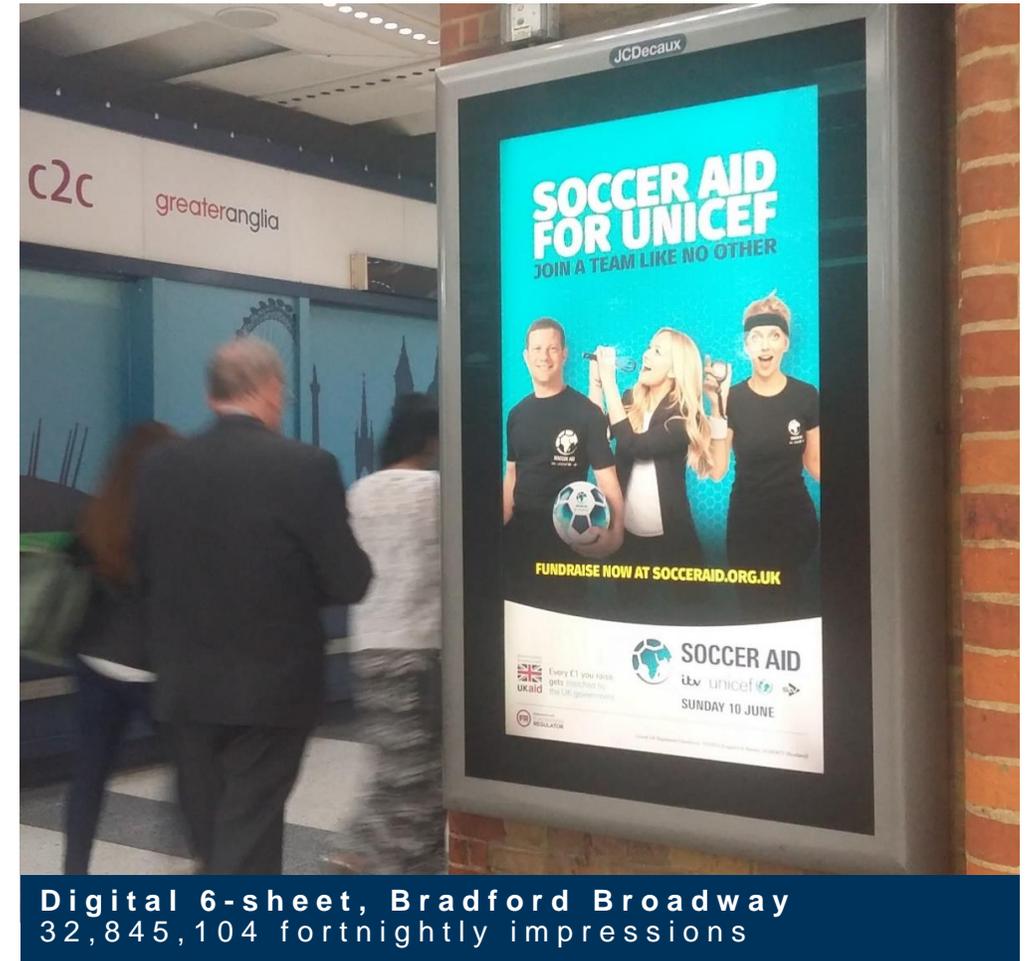
JCDECAUX CAMPAIGN DELIVERABLES

Awareness and attribution:

- OOH drove top of mind awareness and association between UNICEF and the event: **47% of respondents associated Soccer Aid with UNICEF in total, 20% spontaneously**

Driving investigation:

- **More than three-fold uplift in traffic** from organic search to the Soccer Aid website when OOH campaign commenced



Digital 6-sheet, Bradford Broadway
32,845,104 fortnightly impressions

JCDECAUX CAMPAIGN DELIVERABLES



Driving action:

- Greatest jump in weekly numbers registering for public fundraising campaign seen when JCDecaux campaign commenced: **from 400 to over 1200, with further increase in second week of OOH campaign**

Combined effectiveness:

- The holistic campaign achieved core brand KPIs, increased overall brand awareness and attribution between Soccer Aid and UNICEF



“We are incredibly grateful for the enormous support that was provided by JCDecaux to promote Soccer Aid, and encourage the nation to fundraise for UNICEF UK.”

“We exceeded our objectives with both awareness of Soccer Aid and association to UNICEF seeing huge increases compared to previous years, and Soccer Aid has raised over £5.5 million for children in danger around the world.”

“Our outdoor activity with JCDecaux played a vital role in helping us to achieve all of this.”

**Mike Penrose, Executive Director,
UNICEF**