

CASE STUDIES

CAMPAIGN OVERVIEW

TRADE CENTRE WALES

Campaign details

- Roadside 48-sheets
- Varied locations selected for most efficient targeting of drivers on main arterial roads throughout the region

Campaign objectives

- Branding: raise the profile of Trade Centre Wales and parent company Trade Centre UK across the relevant regions
- Activation: launch multiple sales campaigns throughout the year directly aimed at target audiences





“Our campaign with JCDecaux plays a pivotal role in our 2019 marketing strategy.

Unmissable roadside billboards on major arterial roads within our key regions provides us with guaranteed reach of our target audience.

The ability to work with JCDecaux to use data and secure a campaign planned by audience targeting has made a big difference to its efficiency. Our campaign is clearly providing benefits both for our branding and for our sales.

Even now, only at the start of our year-long campaign, we have already seen a rise in forecourt footfall and web traffic. In both cases these can be directly attributed to the eye-catching nature of our Out-of-Home campaign.”

**Jac Bowen , Marketing Manager
Trade Centre UK**