

CASE STUDIES



Building brand awareness and signposting consumers to the SoundStudio store experience

nura

OBJECTIVES:

Build brand awareness for start-up brand nura

Signpost newly-launched nura SoundStudio listening spaces, where consumers can experience the headphones pre-purchase

Drive product sales

CAMPAIGN DETAILS:

Campaign planned and implemented by JCDecaux Nurture

Classic 6-sheet Channel in London (46m impressions)

Channel Westfield London and Stratford Digital 6-sheets (1.5m impressions)

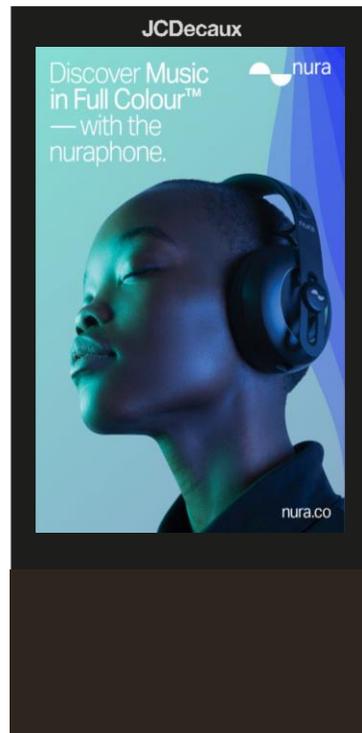


STAGE 1: CREATIVE PRE-TESTING

Nurture, Foundry and nura working in partnership to identify the most effective creative direction

nura

Group 1



26% recalled nura

Group 2



66% recalled nura

STAGE 2: AWARENESS AND INTENT

155% increase in brand awareness pre to end of second campaign burst (**22%** to **56%**)

165% increase in consideration pre to end of second campaign burst (**20%** to **53%**)

Campaign correctly positioned nura brand: increase in association with core brand attributes '**stylish**', '**futuristic**', '**technical**', '**innovative**', '**premium**'



RESEARCH SUMMARY

OOH activity had proven positive effect on **nura** brand

Incremental increases in key measures seen from wave 1 to wave 2

OOH boosted online sessions for **nura**

Positive influence on **nura** sales attributable to OOH

