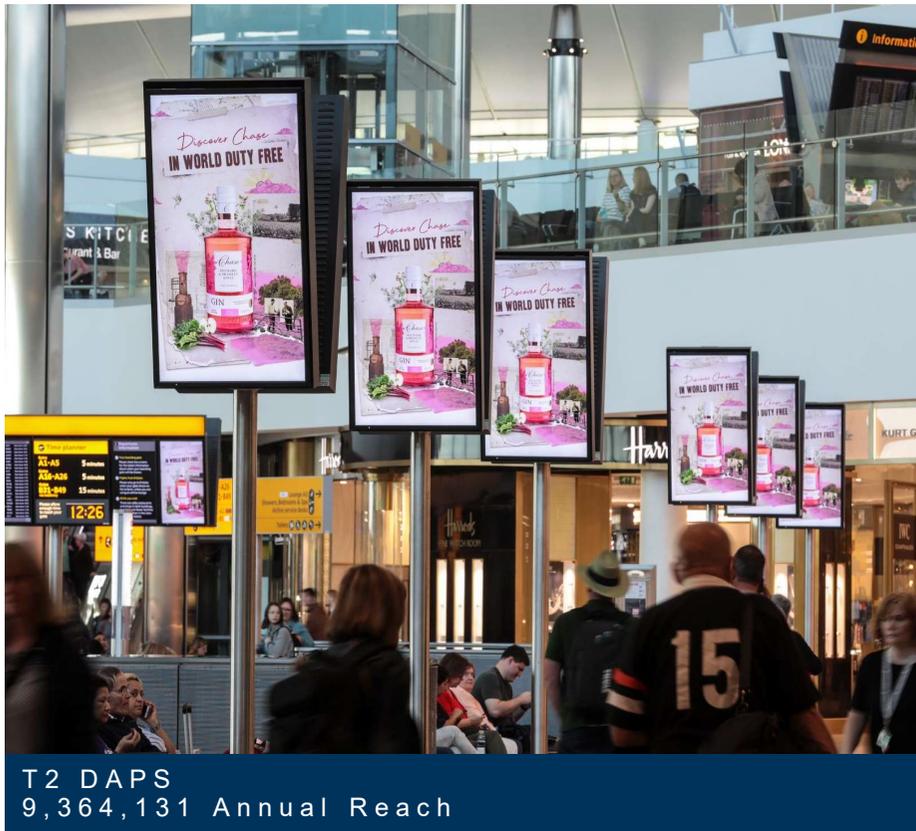


JCDecaux

# CASE STUDIES

# CAMPAIGN OVERVIEW



## Campaign objectives

- To raise awareness of Chase's new '*Rhubarb and Bramley Apple*' flavoured gin
- To demonstrate the effectiveness of JCDA ads for driving activation
- To test the effects of combining JCDA advertising with World Duty Free in-store activity
- To test the effectiveness of dynamic ad copy in the airport

## JCDecaux media used

T2 DAPs, T2 Motion

## Campaign live

May-June 2019

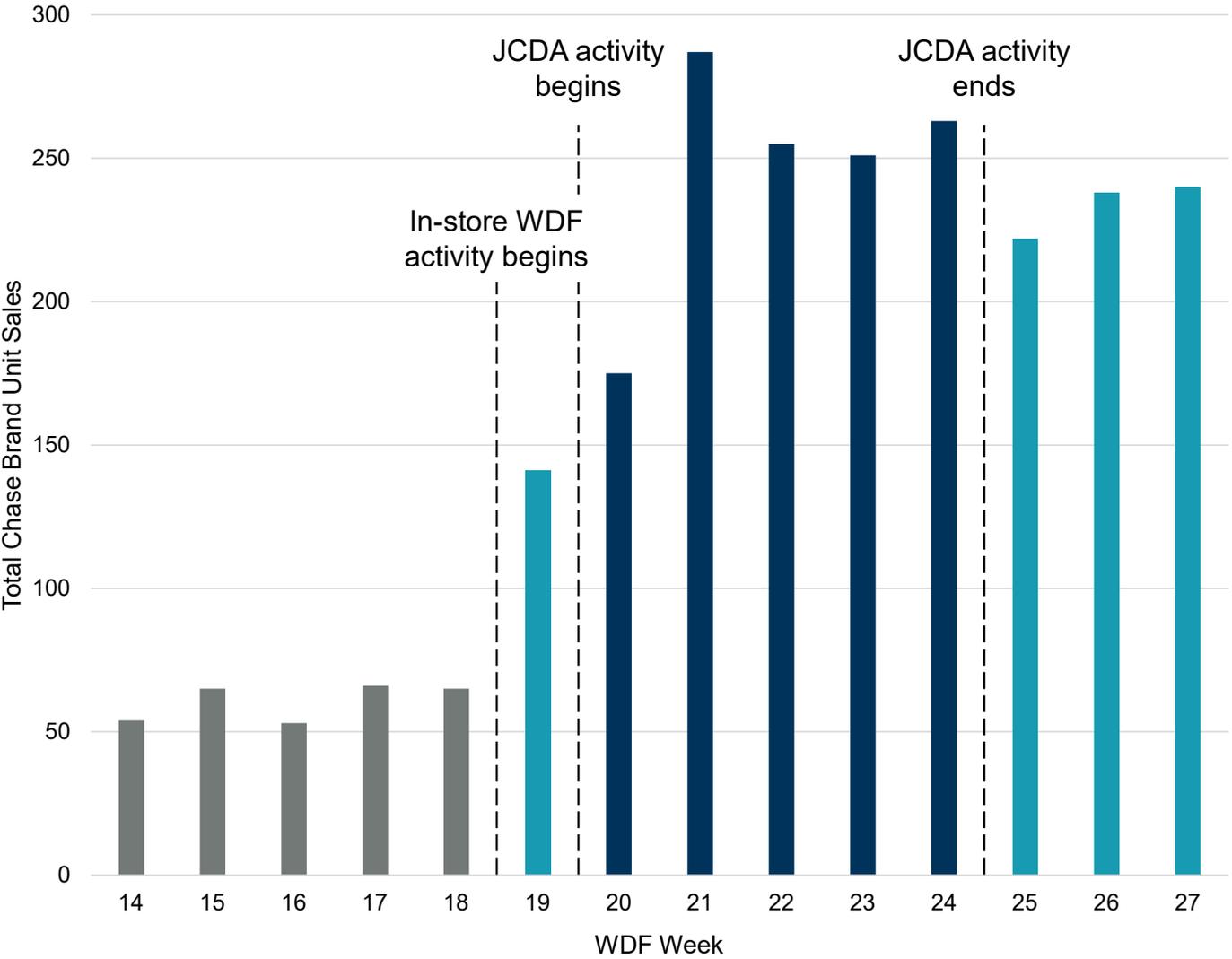
# TIMELINE OF ACTIVITY

Week Commencing	WDF Week	Activity
01-Apr	14	Sales Benchmarking
08-Apr	15	Sales Benchmarking
15-Apr	16	Sales Benchmarking
22-Apr	17	Sales Benchmarking
29-Apr	18	Sales Benchmarking
<b>06-May</b>	<b>19</b>	<b>In-store goes live</b>
<b>13-May</b>	<b>20</b>	<b>In-store, JCDA DAPs launch</b>
<b>20-May</b>	<b>21</b>	<b>In-store, DAPs and T2 Motion</b>
<b>27-May</b>	<b>22</b>	<b>In-store, DAPs (Mandarin copy)</b>
<b>03-Jun</b>	<b>23</b>	<b>In-store, DAPs ('Value' focus copy)</b>
<b>10-Jun</b>	<b>24</b>	<b>In-store, DAPs ('Exclusive' focus copy)</b>
17-Jun	25	In-store only
24-Jun	26	In-store only
01-Jul	27	In-store only





# Chase Unit Sales

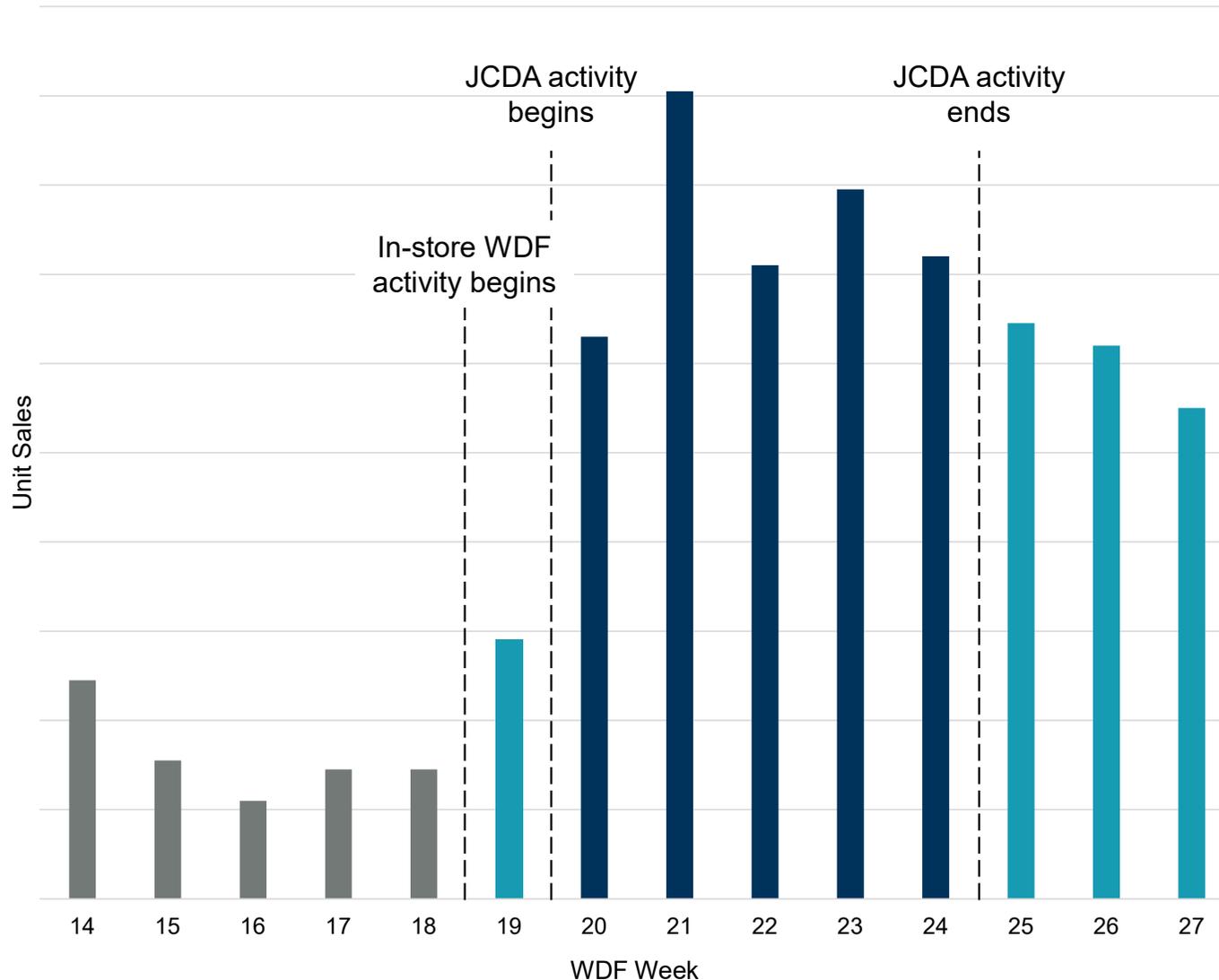


## Over 4x Unit Sales Uplift

- During the 5 weeks of joint activity, sales of the featured Chase units rose by **+406%** when compared to the benchmark weeks

Source: WDF 2019

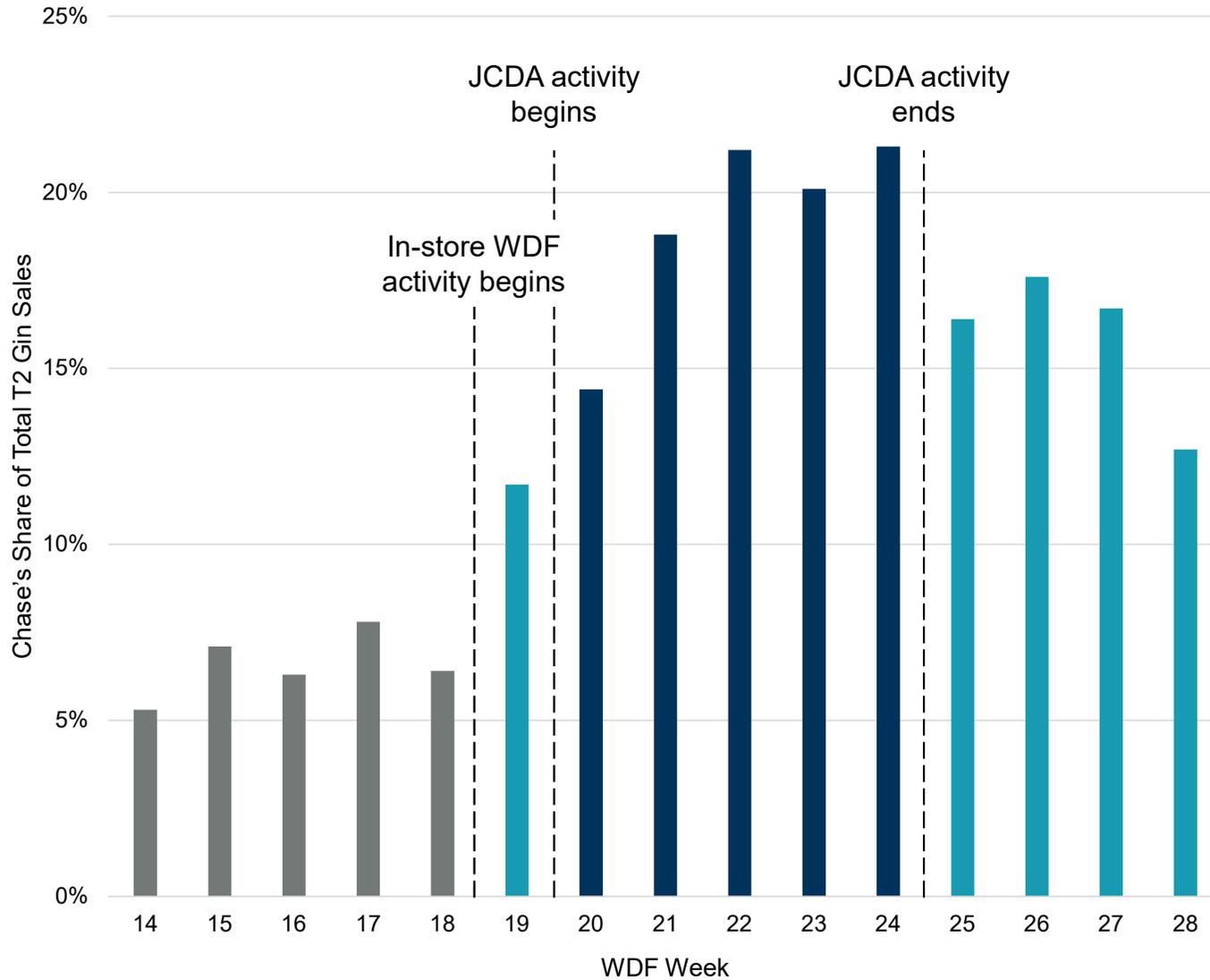
## Rhubarb & Bramley Apple Unit Sales



## Activation Increase of almost 5x

- Unit sales of the 'Rhubarb & Bramley Apple' gin, which featured on the JCDA screens, saw a **470%** unit sales uplift, when compared to the benchmark weeks
- This shows a **+16%** higher uplift than total Chase unit sales, showing that JCDecaux screens can achieve precise activation success

## Chase's Share of Total Gin Sales in Terminal 2



## Over 4x Unit Sales Uplift

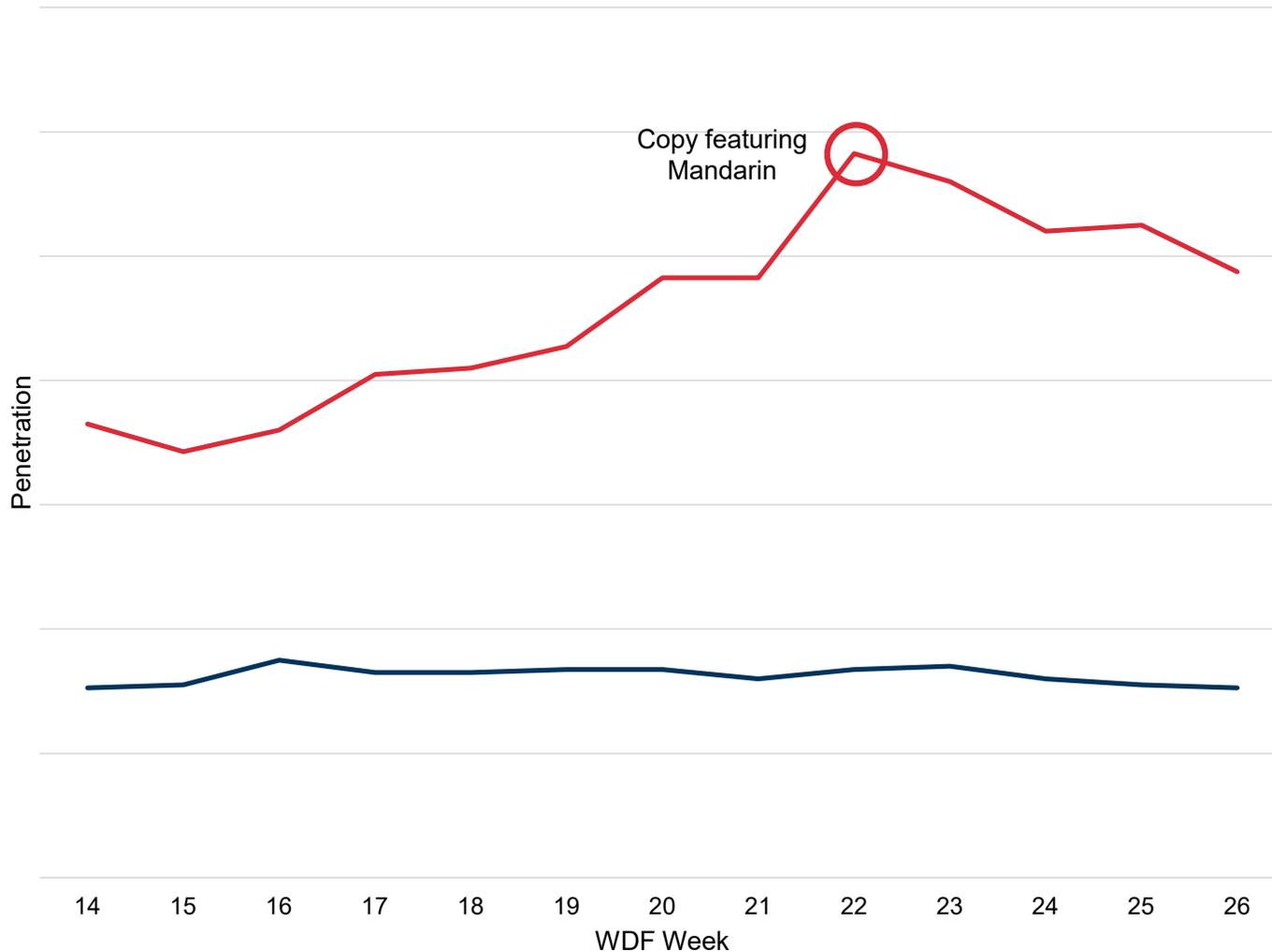
- During the 5 weeks in which Chase featured on the JCDA screens, the share of which Chase contributed to total gin sales in T2 increased by **291%** vs the benchmarked week

# ADDITIONAL DYNAMIC COPY TESTING



## Penetration Levels\*

— All PAX — China



## Effectiveness of Dynamic Copy

- Passengers travelling to Chinese destinations responded very positively to JCDA advertising, with increased penetration levels during our campaign
- Penetration peaked during week 22, when ad copy featuring Mandarin language ran on the DAPs

\*Penetration = % of passengers who made a purchase in WDF