

CASE STUDIES

AWARENESS-BUILDING TO BRING BRAND BACK TO TOP OF MIND WHEN NEEDED

Otta

BACKGROUND:

Otta is an innovative job search platform with a unique place in the job search market, only featuring roles from cutting-edge, exciting, fast-moving companies, whether start-ups or tech giants.

Otta prides itself on only showing candidates specifically relevant roles, with the opportunity for them to send off more than a CV to stand out from the crowd.

CAMPAIGN DETAILS:

Classic 6-sheets in London, targeted to zones 1&2

Digital Large Format

Two week campaign

OBJECTIVES:

Build brand awareness following a major rebrand

Bring an online brand alive 'in real life' both for current Otta subscribers and potential new sign-ups

Test how Out-of-Home media works for a job search service

Clearly communicate to a wide potential job-seeking audience how Otta is different, and the benefits this difference provides to them





There's something about Out-of-Home media which really makes people believe a business using the channel has 'made it'. They see a brand in real life, and think yes, this business is exciting.

Following our rebrand there was no better medium than OOH for us to use to promote the highly visual new Otta brand and our service.

Our OOH campaign enabled us to reach a broad audience to make them aware of the Otta service, whether or not they were actively job-hunting when they saw it.

By building this brand awareness we believe that Otta will return to top of mind when the exposed audience does decide to look for a job, because they'd seen and remembered our advertising and the brand is therefore familiar to them when they see it online.

In addition, when we contacted potential client companies, our OOH campaign had built familiarity with hiring managers which made it easier for us to explain the Otta service, as they often mentioned seeing our campaign.

Looking at the difference in online search for our brand terms and the name 'Otta' before and during the campaign, we saw around **20% more impressions and 20% more clicks**. We firmly believe that the **OOH campaign had an important part to play in a powerful overall communications mix**.

SAM FRANKLIN
CEO, OTTA