

JCDecaux

CASE STUDIES

USING OOH TO PUT A NEW BRAND ON THE MAP, AND ENCOURAGING FURTHER EXPLORATION

Virtuo

BACKGROUND:

Virtuo is a unique app-based car rental business providing personal and business customers with the opportunity to hire a car, 24/7. Customers can pick up cars anywhere, and drive away thanks to a digital car key downloaded directly to their phone. The brand recently launched Virtuo Delivered, a new service where cars can be delivered to and collected from a chosen address.

OBJECTIVES:

Put the Virtuo brand on the map, raising awareness, gaining a foothold in the London car rental market

Launch and explain the new Virtuo Delivered service

Communicate what makes Virtuo unique, exciting and innovative

Encourage potential customers to explore Virtuo in more detail

CAMPAIGN DETAILS:

April – May 2021

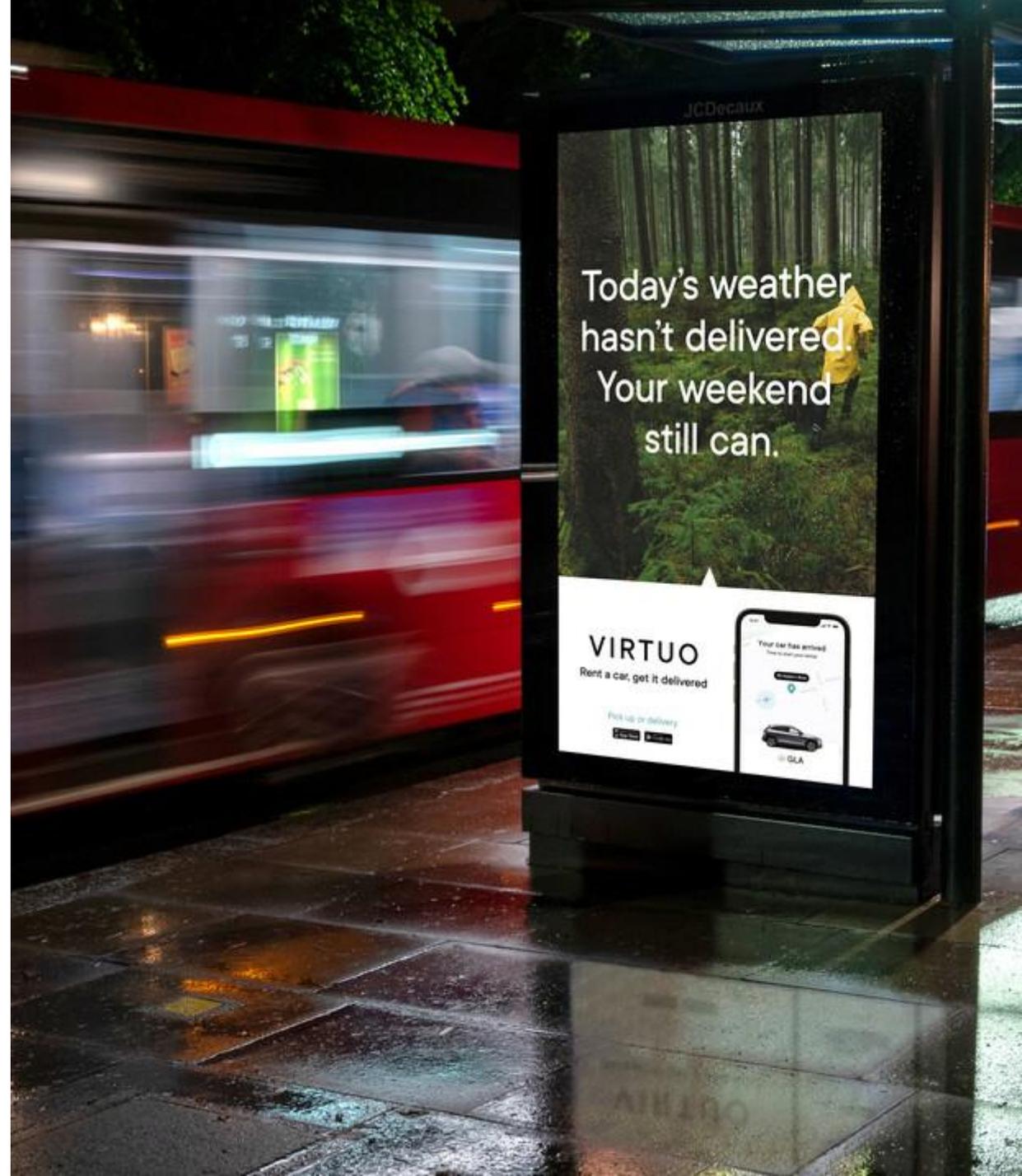
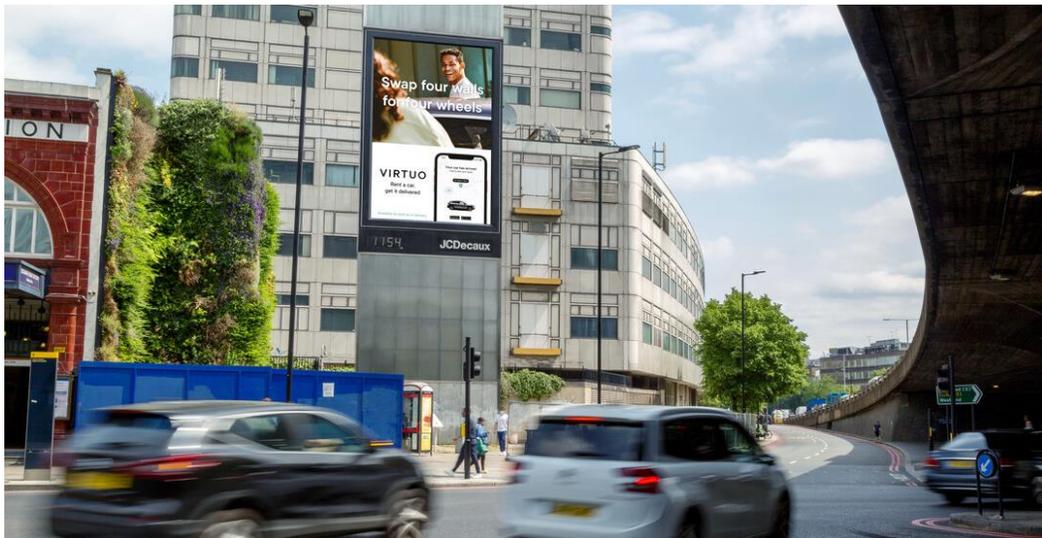
Greater London

Standard:

Classic 6-sheets

Programmatic:

Weather-activated LDN and Digital Large Format, showing relevant copy depending on whether it was sunny or raining





Businesses using Out-of-Home media are exciting, innovative and fast-moving companies that intrigue consumers, encouraging them to find out more. People have pretty much been pre-conditioned to look at OOH channels because of the quality of the products on there, so for Virtuo it felt like exactly the right place to be, amongst the right kind of brands.

For a fairly new business with relatively low awareness, you can use all available online channels as part of your marketing strategy, but it's OOH which provides significant impact across the funnel and plays a unique role, building trust and credibility. This is really important for Virtuo, because to grow our business we need consumers to trust our ability to provide the genuinely great service we're really proud of, which now includes the unique Virtuo Delivered service. Weather-activated programmatic planning cleverly enabled us to bring further crucial context and relevance to this message, playing on the word 'delivered' through different creative depending on whether it was raining or sunny, to resonate even more with potential customers.

We paired OOH with YouTube to perform two separate roles. OOH landed intriguing and inspirational messages, and enticed potential customers to learn more about Virtuo and the Virtuo Delivered service; then our YouTube content provided the explanation.

The campaign gave us real momentum coming into the summer – we went into this wanting to put ourselves on the map, and I really feel this objective was achieved.

ADAM BODINI

HEAD OF BRAND & LOCAL MARKETING, VIRTUO