

A satellite view of Earth at night, showing the illuminated continents of Europe and Africa. The city lights are visible as bright yellow and white spots against the dark landmasses. The ocean is a deep blue, and the sky is a dark blue with many stars. The Earth's horizon is visible at the top of the frame.

JCDecaux

CASE STUDIES

LEVERAGING THE POWER OF THE TWO-SCREEN FUTURE TO COMMUNICATE A CRUCIAL MESSAGE

*Campaign Against Living Miserably (CALM)
'The Invisible Opponent'*

BACKGROUND:

Every week in the UK, 125 people take their own life. 75% of these are men. CALM is leading a movement, primarily aimed at men, to change this.

The campaign strategy was to use the context of sport to visualise how poor mental health feels, and encourage those struggling to talk about it to seek help.

OBJECTIVES:

Build awareness and understanding amongst a broad audience

Encourage those in need to seek support from CALM

CAMPAIGN DETAILS:

Rail digital Transvision network

One week, July 2021

DOOH ran as part of a multi-media campaign including TV, BVOD, social media (YouTube, JOE and LadBible)





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The public screen of Digital Out-of-Home helped our ‘Invisible Opponent’ campaign reach additional ‘offline’ audiences, at scale. Along with the other above-the-line, ‘public screen’ media channels we used, it helped bring our campaign into the ‘real world’. It also augmented the impact of the film’s online and social media presence, encouraging more viewers to explore online and watch the full piece, priming them so when they came across the message on ‘private screen’ channels, it was already familiar to them, so they were more likely to engage with it.

We were thrilled with the campaign. **It led to more than three million impressions across social media, in July, a year-on-year increase of 150%.** In the month of the campaign, social audiences grew by 96%, and engagements with CALM social channels increased by 358%. Total monthly web users increased by almost 50%, while total monthly page views were up by more than a quarter.

The campaign results showed how powerfully the private and public screens work together, to engage a significantly greater number of people and ensure they are aware of CALM and our support. **Calls to our helpline were up 74% year-on-year in the week of the campaign,** demonstrating a direct positive impact on the number of people in need who we were able to help as a result.

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