

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 horizon is visible with a thin layer of atmosphere. The sky is a dark blue with many stars.

JCDecaux

CASE STUDIES

# OOH GROWING AWARENESS AND TRUST IN ORDER TO GROW SALES

*Mr Organic*

## BRAND BACKGROUND:

The vision of the Mr Organic brand is to create food as nature intended, making a positive change in the way people eat whilst respecting the planet and all beings that live in it.

## CAMPAIGN OBJECTIVES:

Support the 'Organic September Tomato Takeover' sales promotion

Increase brand awareness of five hero products

Emphasise product quality and brand ethos

Use OOH media's public screen in conjunction with the private screen of online to increase consideration and frequency of campaign exposure in front of the target audience

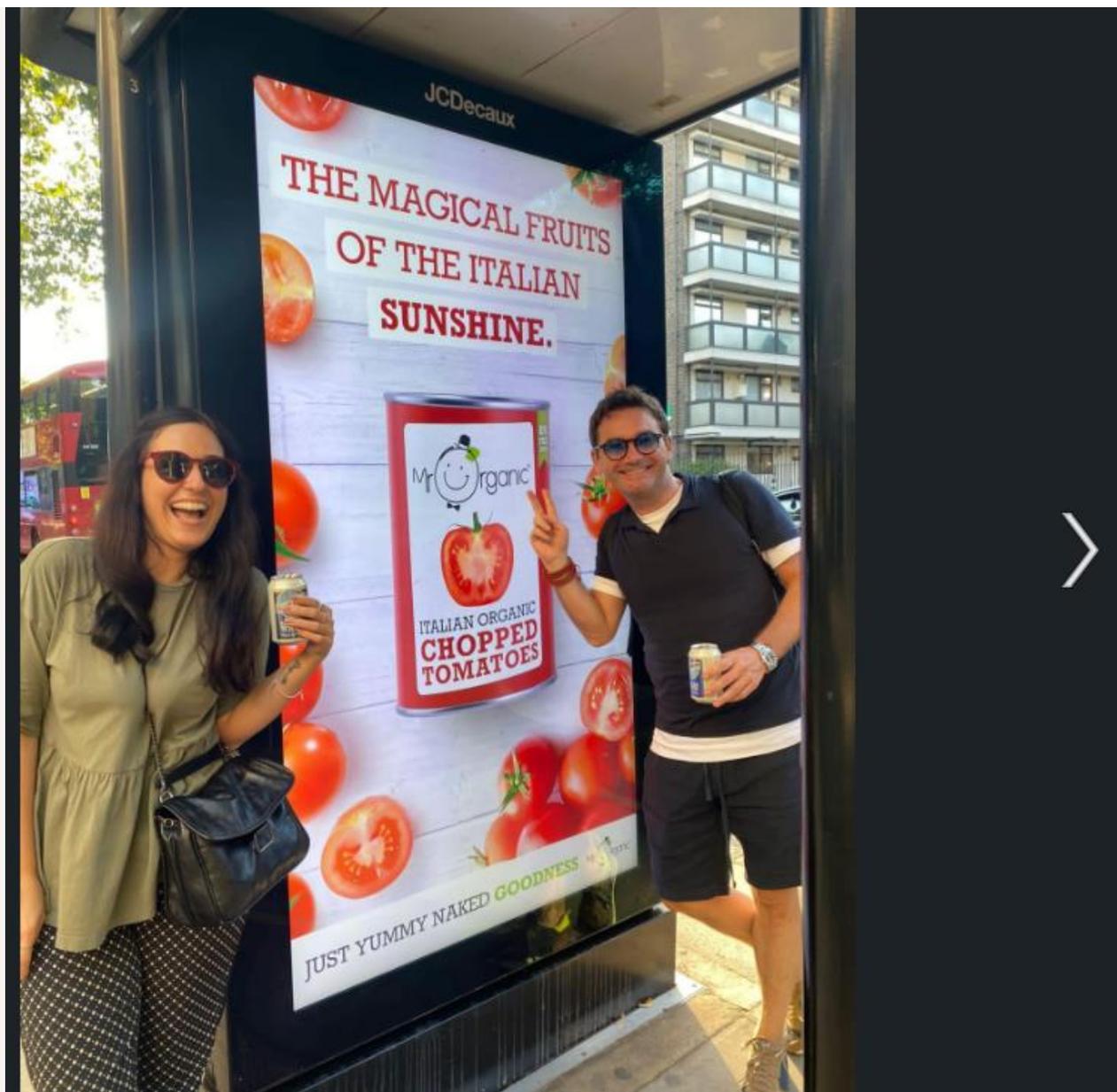
## CAMPAIGN DETAILS:

Two weeks

September 2021

Digital and Classic 6-sheets

Digital large format



Mr Organic

1,101 followers

1mo • 🔒

+ Follow ✕

There's nothing quite like the feeling of seeing your OOH campaign in person for the first time. 🍷🍷

Our team have spent the last few weeks tracking down as many Mr Organic bus stops, billboards, and digital screens as they could find (and of course, taking advantage of the photo ops).

Huge congrats to the whole team for helping bring [#organicseptember](#) to life! 🍷🍷🍷

[#RaisingAnOrganicCulture](#) [#Organicseptember](#)  
[#justjumminakedgoodness](#)



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This was the first time Mr Organic had used Out-of-Home, and both Digital and Classic channels gave us a great opportunity to reach customers on a much larger scale than previously we had been able to, growing brand awareness.

Location targeting enabled us to tailor the campaign structure to our key demographic, and through using a variety of OOH media channels we were able to increase their frequency of exposure to our messaging.

Running this real-world location-specific campaign in conjunction with online to reach potential customers both on- and off-line in the same locations worked well to increase overall consideration and impressions.

Overall, being this visible in London added an element of authenticity and trust for our brand, both of which helped to drive sales.

The Out-of-Home campaign really helped Mr Organic to grow as a brand, and was a key contributor to our record month of sales. In addition, anecdotally we had so many people messaging us, saying they'd seen the campaign and really enjoyed it.

**MEGAN LOVE**

SALES & MARKETING MANAGER, MR ORGANIC