



JCDecaux

CASE STUDIES

TWO-SCREEN STRATEGY REACHING SEXUAL ASSAULT & ABUSE SURVIVORS BY PRIMING & SIGNPOSTING SERVICE ONLINE

Staffordshire Women's Aid / Staffordshire Commissioner



CAMPAIGN OBJECTIVES:

Raise awareness of new service to support victims of sexual assault and abuse across Staffordshire

Ensure reach of the greatest number of those affected, with a focus on specific target groups: young people (13-19); women aged 50+; those who identify as LGBT; Black, Asian and Multi-Ethnic communities; those with learning disabilities

Signpost those in need to the service, through Out-of-Home and online and social media channels, with direct access to information and support and clear calls-to-action

CAMPAIGN DETAILS:

12 months (November 2020 – November 2021)

Staffordshire only

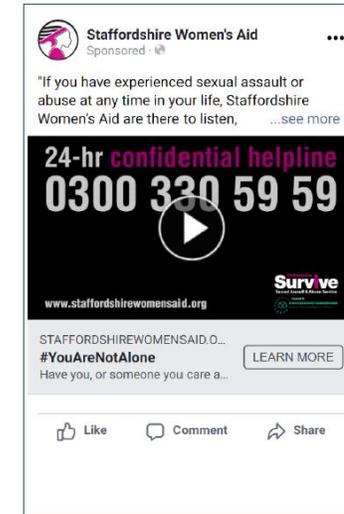
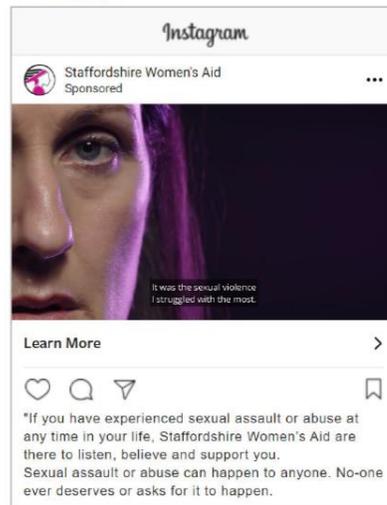
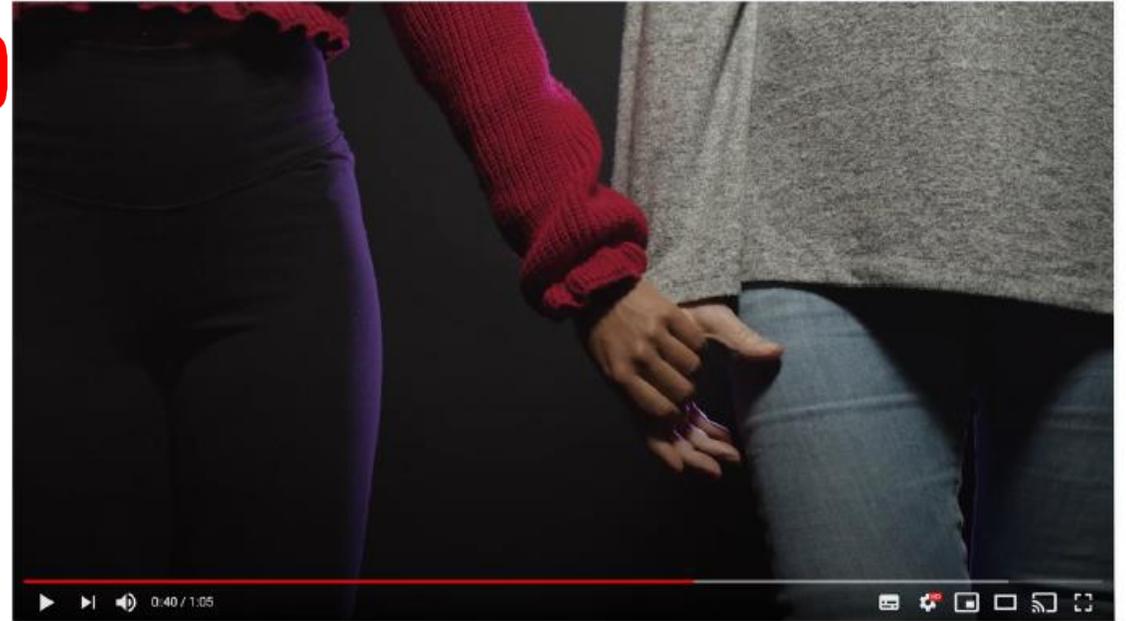
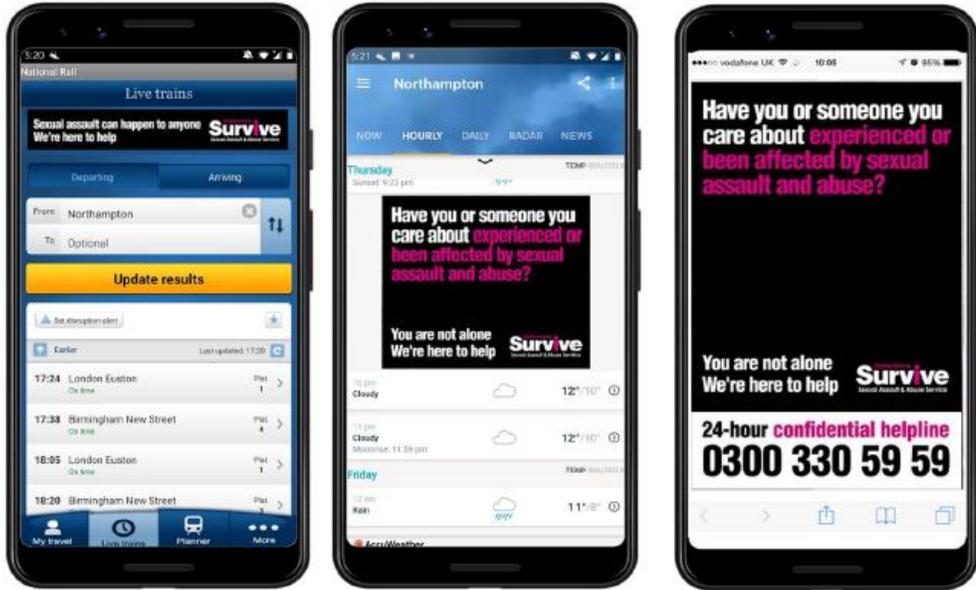
Six bursts, each with a specific target market

Mobile, social and online planned and delivered in partnership with JCDecaux partner Crossover

Launch burst and burst targeting women 50+: Supermarket D6s; Classic Rail 6-sheets and 4-sheets

All bursts featured combination of mobile in-app; Facebook / Instagram; YouTube and Snapchat depending on target audience

PRIVATE SCREEN CAMPAIGN





We worked in partnership with the Staffordshire Commissioner's office on a two-screen Out-of-Home and online campaign to launch Survive, a new independent service for survivors of sexual assault and abuse in Staffordshire.

Our objectives were to raise awareness of the service, ensuring victims knew when and where to access support, and the types of support available.

Staffordshire is a large geographical area and we needed to guarantee cross-county reach. In addition, we needed to make it as easy as possible for people to access the service. To achieve this, we worked with JCDecaux to use online channels which were boosted by tactical Out-of-Home bursts to make the greatest impact at launch, and to reach out to differing groups of potential service users who may find it more difficult to report sexual assault or abuse: young people; LGBT communities; BAME communities; those with learning disabilities and older women.

We were really pleased with the long-term, integrated campaign. It delivered impressive levels of direct engagement, with more than 14,000 clicks through to Survive resources, and referrals to the service increasing during the campaign.

CHARLOTTE ALMOND

STRATEGY & BUSINESS DEVELOPMENT MANAGER,
STAFFORDSHIRE WOMEN'S AID