



JCDecaux

CASE STUDIES

# LOCATION-SPECIFIC OOH RAISING AWARENESS AMONGST THE RIGHT AUDIENCE TO INCREASE WEB TRAFFIC AND REVENUE

*MPB*



## BACKGROUND:

MPB is an online platform for used photography and videography equipment.

## CAMPAIGN OBJECTIVES:

Increase awareness of MPB and its services overall

Use OOH media channels to build incremental awareness in London specifically, above that delivered by the national digital media campaign

Specifically target an urban, creative audience

Elevate brand stature and brand fame

## CAMPAIGN DETAILS:

London

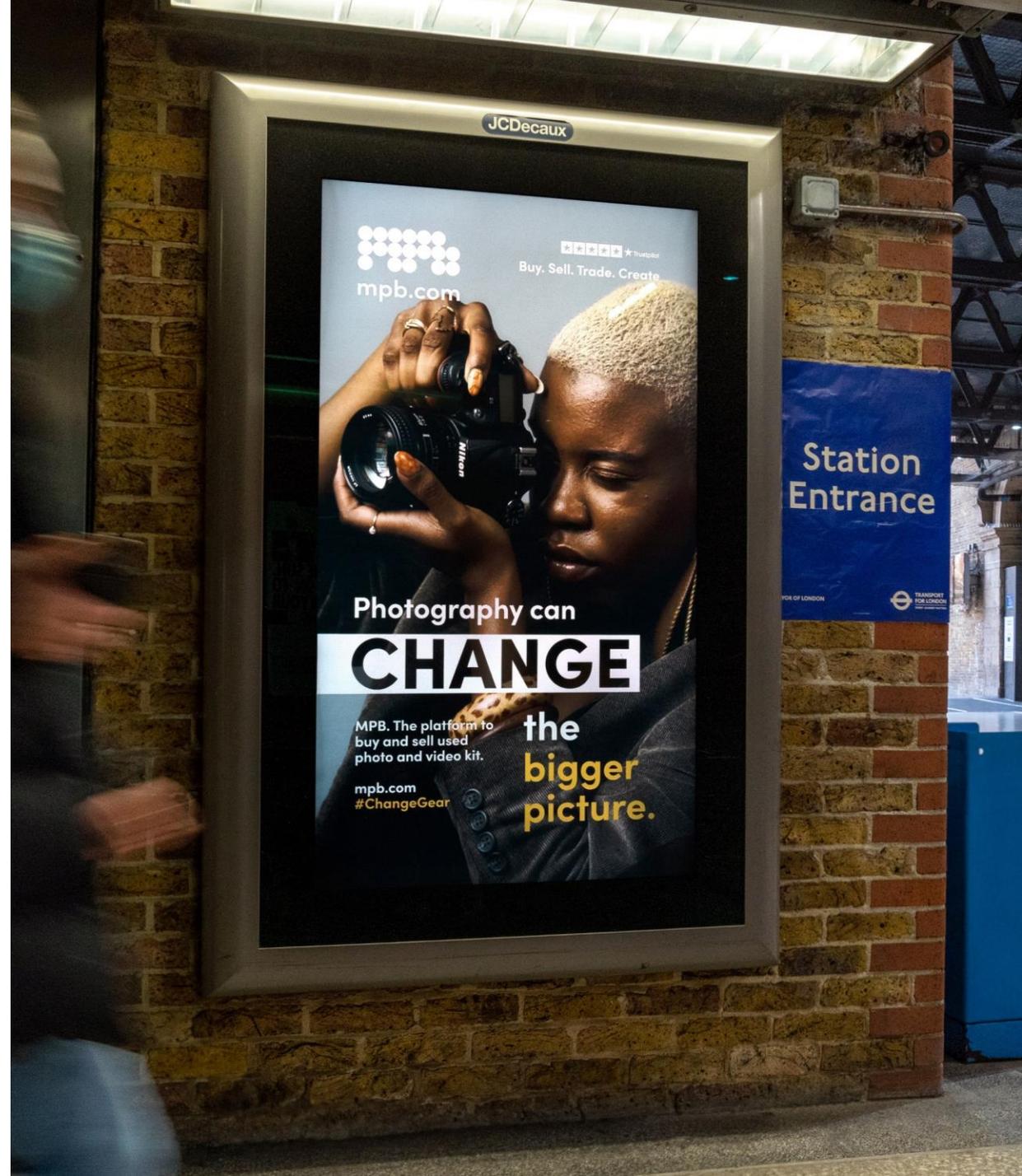
February 2022

Four weeks

Digital: Large format and Rail Channels

Classic: 6-sheets

Planned around locations over-indexing against MPB target market





Out-of-Home (OOH) media was the perfect channel to connect MPB with urban creatives. Our website visitor numbers over-index in London, so we knew that this was the ideal location to reach our target market. For even more precise planning, JCDecaux's Adsquare planning platform identified the locations that profiled highest for our 'Active Enthusiast' audience group. Our campaign was built upon these locations, giving us confidence that it ran in exactly the right places for efficient, effective audience reach.

By isolating results from the London region, we identified a **10% increase in website sessions** in that location during the campaign. What's more, **revenue in London jumped by a huge 30% during this period!** These results demonstrated that by achieving our objective of building awareness, we were also driving tangible commercial returns. As OOH was the only additional media in London compared to the rest of the country, we can attribute these results to the medium, which also, through use of premium locations, reinforced our premium brand positioning.

An additional benefit we found was that the campaign overall was highly successful in building internal PR and senior stakeholder engagement, exciting all MPB employees about the growth journey the brand is currently on.

**PATRICK WILLIAMSON**  
GLOBAL HEAD OF MEDIA, MPB