

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

OOH BRINGING A SOCIAL-FIRST CAMPAIGN STRATEGY INTO THE REAL WORLD, BUILDING AWARENESS & BOOSTING WEB TRAFFIC

BUTTERNUT BOX



BACKGROUND:

Butternut Box is a new breed of dog food which provides fresh, healthy meals, personalised meal plans and home delivery for pets and their people across the UK.

CAMPAIGN OBJECTIVES:

Grow brand awareness

Bring the online, social media-driven #dogsdesevebillboards campaign into the real world, using Out-of-Home to reach a greater number of dog owners and potential customers

Gain a wider audience for impactful, joyful moments for dogs and their owners, and create a Butternut Box community through this increased reach

CAMPAIGN DETAILS:

3rd – 31st January 2022

OOH test campaign: Nottingham & Edinburgh

Channel City:

Classic Roadside large format and Première portfolio

Classic 6-sheets

Channel Rail:

Classic 4-sheets

Transvision





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Out-of-Home media enabled us to build fame, not just for Butternut Box the brand, but also for the fantastic dogs who, alongside their owners, entered our #DogsDeserveBillboards campaign.

We had almost 2,000 entries from pet-parents to get their dog on a billboard. The campaign demonstrated how well social media and Out-of-Home channels can work together to create something much bigger, and with greater longevity.

The campaign was a huge success and the results from our Out-of-Home gave us massive confidence in it as a channel to grow our brand awareness. Pre to post campaign, there was a considerable average increase of 53% in brand awareness across our test locations. In addition, we saw growth in the volume of organic and direct traffic to our website.

We believe that Out-of-Home is a strong brand-building channel and we plan to take advantage of this with another OOH campaign later this year.

CHRISTY MCCORMICK
BRAND & CREATIVE DIRECTOR, BUTTERNUT BOX