



JCDecaux

CASE STUDIES

# LOCATION-SPECIFIC OUT-OF-HOME CAMPAIGN INCREASING BRAND VISIBILITY AND SUCCESSFULLY DRIVING OPEN DAY FOOTFALL

*THE NURSERY FAMILY*



## CAMPAIGN BACKGROUND:

The Nursery Family chain provides high-quality care and education for children aged three months to five years through six nurseries located in West Sussex and Hampshire.

## CAMPAIGN OBJECTIVES:

Increase brand visibility

Drive enquiries and participation in Open Day events

Expand awareness beyond social media to reach a wider group of parents and carers considering nursery

## CAMPAIGN DETAILS:

April 2022

Location-specific Rail at Lancing & Shoreham stations

Classic 4-sheets and Classic 6-sheets



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**LANCING**  
DAY NURSERY & PRE-SCHOOL



COME AND JOIN US

Spring Spectacular  
**NURSERY OPEN DAY**

Saturday 9th April 2022 10am - 2pm

You're invited to visit our fabulous day nursery & pre-school

- Easter egg hunt
- Food from our brand new menu
- Petting zoo
- and lots of exciting activities

No fee for registrations completed on the day  
For more information or to book contact us on 01403 334870

Lancing Day Nursery & Pre-School  
42 North Road, Lancing, West Sussex BN15 9AB

[thenurseryfamily.co.uk](http://thenurseryfamily.co.uk)

THE **nursery** FAMILY

A PLACE WHERE LITTLE ONES CAN SAFELY FLOURISH



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We used Out-of-Home media to expand the reach of the Nursery Family brand beyond social media, targeting a wider pool of potential parent and carer clients.

The combination of highly targeted Rail ads and social media was very effective for us, and the two media complemented each other perfectly.

We certainly reached a greater number of people than usual with the Nursery Family message, which was proved by a drastic improvement in Open Day footfall.

Historically the nursery locations highlighted by the campaign had performed more poorly, but the Open Days advertised on our Out-of-Home sites were absolutely jam-packed with potential customers!

AMY HANCOCK  
PARENT LIAISON SUPERVISOR, THE NURSERY FAMILY