

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

LOCATION-FOCUSED DOOH PRIMING TARGET AUDIENCE ONLINE ACTIVITY WHILE BUILDING BRAND TRUST

LEEDS TRINITY UNIVERSITY / NET NATIVES



CAMPAIGN OBJECTIVES:

Generate high levels of brand awareness in specific areas in and around Leeds

Drive enquiries and applications to study at the University

Promote a variety of messages through multiple different creative executions

CAMPAIGN DETAILS:

Leeds only

October 2021 – end January 2022

Multi-channel Digital Out-of-Home campaign:

Rail D6s, National Drive, Towers and Mall D6s





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Much of the activity planned for this Leeds Trinity University campaign was online, so we used Digital Out-of-Home to build crucial trust amongst our target audience to encourage consideration for Leeds Trinity.

We were able to put our message on some of the highest-profile, highest-impact locations in the Leeds area in order to deliver this, really bringing the fantastic work from the Leeds Trinity creative studio to life.

We had multiple messages to communicate, and DOOH's 'real world' channels gave us the flexibility to coordinate the above-the-line activity with the online messaging, bringing all these messages to a wider audience, priming them to act on what they would then see online.

We saw definite uplifts in mobile activity when the Digital Out-of-Home campaign ran, and we were very pleased to see our click-through rates increasing in key target cities as a result of DOOH's effective priming.

MEGAN MORGAN
MEDIA BUYER, NET NATIVES