



JCDecaux

CASE STUDIES

OOH BUILDING LEGITIMACY AND TRUST FOR A NEW FINTECH BRAND

PAVE APP



BACKGROUND:

Pave is an app designed to help customers improve their credit health through personalised credit fixes, bills monitoring and active credit building.

CAMPAIGN OBJECTIVES:

Build legitimacy and trust for a new brand in the fintech category

Test & learn the impact of OOH on various brand and acquisition measures by running a location-specific campaign and comparing areas with OOH to areas without OOH

CAMPAIGN DETAILS:

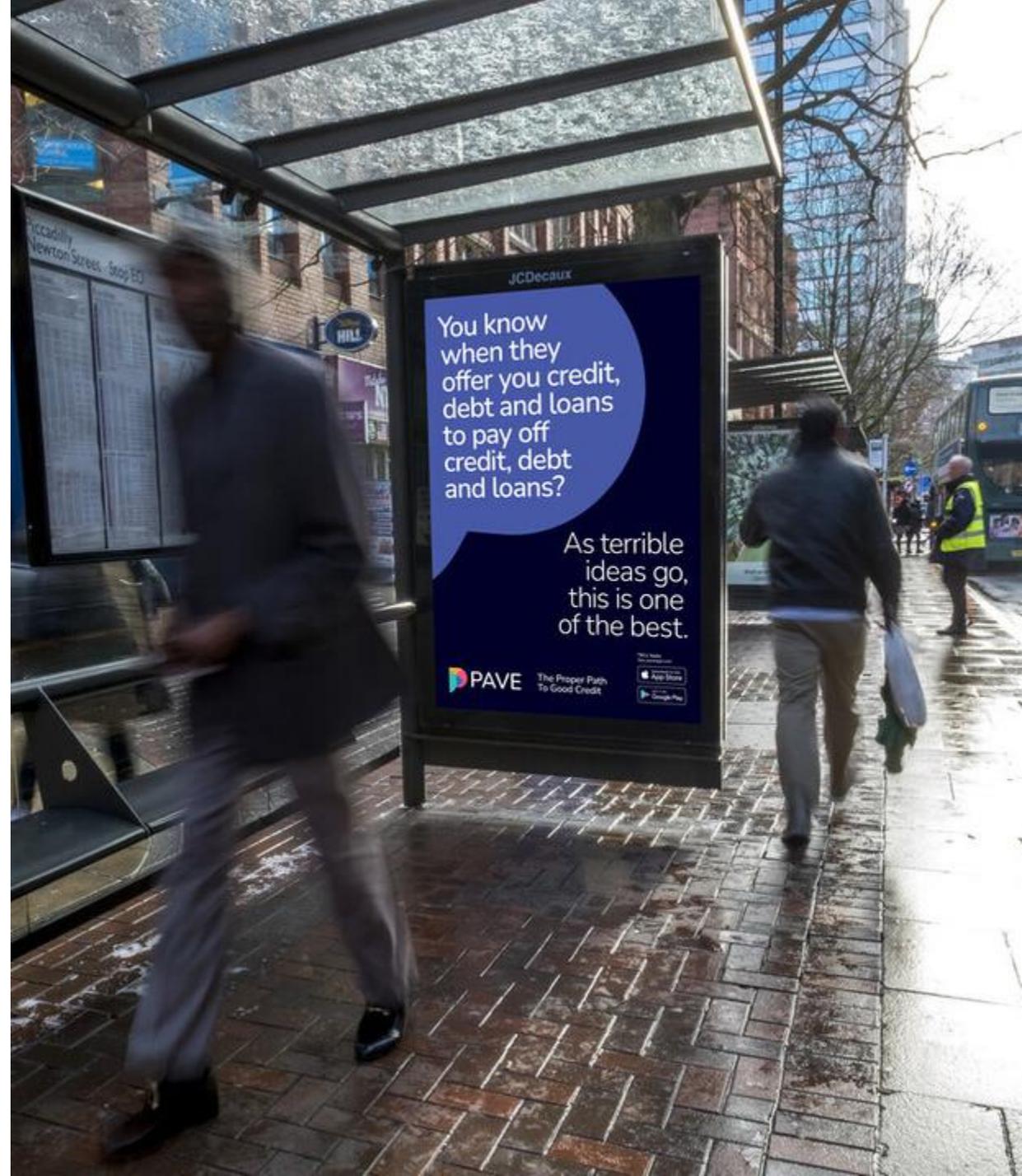
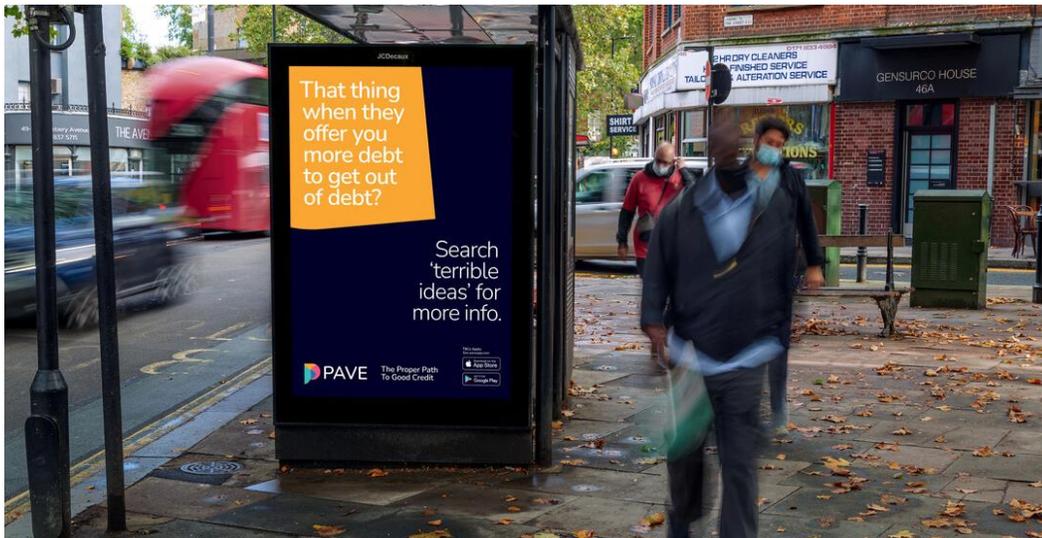
Two weeks

Q1 2022

Classic Roadside 6-sheets

Two East London boroughs

Manchester





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There is nothing that convinces a customer of the legitimacy of a product more than seeing it big, bold and unmissable in the public domain on Out-of-Home media. This is particularly important for Pave, a new brand in the fintech market.

Running an OOH campaign builds consumer trust which marketers can then leverage to amplify their marketing efforts across multiple channels.

Through our JCDecaux campaign we were also able to experiment with the impact of multiple channels across various geographies.

We identified that our OOH campaign increased direct traffic and exploratory searches, and decreased CPC for branded search, and across paid platforms.

Overall, this was a great test & learn opportunity, and we will take what we found from it forward into the future, to make upcoming campaigns even more efficient and effective.

MACY TONG

SENIOR BRAND COMMUNICATIONS MANAGER,
PAVE APP