

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 CREATING INTRIGUE, ENCOURAGING ENGAGEMENT, REWARDING CURIOSITY AND INSPIRING ACTION

*PRESTIGE FLOWERS*



## BACKGROUND:

Prestige Flowers is one of the UK's largest online florists.

## CAMPAIGN DETAILS:

Two weeks

April 2022

Classic Roadside 6-sheets

London ITV region

## CAMPAIGN OBJECTIVES:

Reach and inspire an audience of young, savvy, digitally-connected urban shoppers, at scale

Build intrigue and encourage engagement by provoking curiosity

Create a direct link from the real-world posters to the online-first brand by using a QR code

Drive QR code interactions and, therefore, engagement with the brand from a new consumer audience







Creating intrigue has been on our radar and this Out-of-Home opportunity was the perfect fit. We wanted to tap into the young, savvy and digitally connected urban shopper and results show that our campaign really drove this audience to interact.

It was the perfect way to provoke curiosity and capture a new audience, maximising the reach of our media investment. Running a campaign without obvious branding was a bold statement but without it, we could isolate the power of intrigue and have fun with those who did interact with the physical ad to find out more, via a QR-code activated online landing page that was designed both to entertain and to reward.

OOH's ability to elevate a simple message helped to make our campaign so wonderful: without context, without the initial association of flowers, intrigue follows. We played on human nature - once you see one person scan it, naturally you want to, too.

Campaign results prove this domino effect. The QR code was scanned almost 8,000 times, bringing a significant, intrigued and engaged new audience directly to Prestige Flowers by creating an easy way to reward curiosity by bridging the divide between the real-world message and the online-first brand.

**REBECCA POOLE**

ADVERTISING MANAGER, PRESTIGE FLOWERS