



JCDecaux

CASE STUDIES

LOCATION-BASED DOOH STRATEGY BUILDING TRUST TO GROW VISITOR NUMBERS FROM TARGET GEOGRAPHICAL AREAS

ZIP WORLD



BACKGROUND:

Zip World provides unique, exhilarating zipline adventures, and much more, at five locations in Wales.

CAMPAIGN OBJECTIVES:

Increase brand awareness for Zip World in geographical locations identified as key growth targets

Build brand trust

Support increase in visitor numbers, particularly from key growth target areas

CAMPAIGN DETAILS:

Four campaign bursts supporting key school holiday periods

Multi-format Rail and Roadside campaign comprising small and large format, Classic and Digital

Location targeting core customer regions of London, North West, South Wales and Bristol





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We chose Digital Out-of-Home (DOOH) for a location-targeted campaign to increase brand awareness in geographical areas identified as key growth opportunities for us. DOOH’s flexibility meant we could incorporate city names into our creative, boosting campaign relevance and, therefore, noticeability, for the audience. The campaign’s substantial reach and iconic, high profile locations helped build brand trust.

It’s really important to us that ‘real world’ advertising activity, in this case DOOH, works in tandem with online, and they complemented each other very well, delivering a cohesive campaign with the same branding and message across multiple touchpoints.

The results underline the effectiveness of our strategy. We saw a large increase in visitors from regions where our campaign ran, including a 69% increase in visitors from the North West, and an 82% increase in visitors from Greater London. In addition, it’s always great to hear from our suppliers, investors and stakeholders when they see our campaign out and about across the UK.

MIKE HAZLETON

DIGITAL REVENUE MANAGER, ZIP WORLD