



JCDecaux

CASE STUDIES

OOH BUILDING A BRAND TO GROW REAL-WORLD REPUTATION & UNDERSTANDING, INSPIRING SOCIAL ENGAGEMENT

HERTILITY HEALTH



BACKGROUND:

Hertility Health provides all women with the opportunity to get absolute clarity on their reproductive health. Having insight into hormones enables women to work with them, not against them. Hertility offers science-backed, convenient, at-home hormone testing and care to fit into the lives of as many women as possible.

CAMPAIGN OBJECTIVES:

Build brand awareness and brand reputation, ensuring a larger audience understands the Hertility service and its benefits

Inspire social sharing of OOH campaign

Increase traffic to hertilityhealth.com and buy a test

CAMPAIGN DETAILS:

London Zones 1-3

Classic Rail and Roadside 6-sheets
Rail D6s

Two weeks

March 2022

Supported by on the ground activations, PR, organic and paid social, and e-mail marketing





Hertility Health's Out-of-Home media campaign successfully raised awareness of our service amongst a greater number of women, reaching more of our target market. The high-profile nature of OOH's public statement meant that we attracted a lot of attention with our alternative take on what 'being hormonal' really means, effectively building brand trust.

Our strategy of using ad copy that disrupted expectations on an unmissable, public media channel clearly resonated with our target audience, achieving our campaign objectives, driving engagement and activation and online exploration to learn more.

Website traffic during the campaign leapt by 75%, as the poster campaign encouraged people to go online and find out more. It provided us with plenty of related social media content, too, building a bridge between our very public real world poster campaign presence, and our private screen online and social channels.

Significant numbers of people shared images of our posters, and commented on them, and our follower numbers grew, growing the Hertility community.

HELEN O'NEILL
FOUNDER & CEO, HERTILITY HEALTH