

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 blue of the oceans and the black of space. The Earth's horizon is visible at the top, with a thin layer of atmosphere glowing in shades of blue and white.

JCDecaux

CASE STUDIES

OUT-OF-HOME RAISING AWARENESS TO IMPROVE UNDERSTANDING AND TACKLE STIGMA

TOURETTE'S ACTION



BACKGROUND:

Tourette's Action is a support and research charity working to improve the lives of people living with Tourette Syndrome.

Tourette's Awareness Month runs from 15th May to 15th June and is a key calendar event for the charity.

CAMPAIGN OBJECTIVES:

Maximise opportunities to raise awareness of Tourette's during Tourette's Awareness Month

Use OOH's universal reach to address preconceptions about Tourette's in front of a broad audience

Encourage people to learn more about the condition to lessen the stigma attached to it

CAMPAIGN DETAILS:

Roadside Classic 6-sheets London & Manchester

Rail Classic 4-sheets and 6-sheets Birmingham, Manchester and Liverpool

Two weeks May – June 2022





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We wanted to make the most of Tourette's Awareness Month by communicating directly with as many people as possible with the aim of tackling misconceptions about the condition and hopefully lessening stigma.

We felt that Out-of-Home, through its ubiquity and its location at the heart of communities and places people travel to, was the best channel to achieve this.

The campaign worked very well for us, achieving our objectives and giving us visibility in front of a diverse audience, at scale.

The campaign encouraged people to make contact with us, including teachers reaching out to us for support in helping their pupils with Tourette Syndrome.

EMMA MCNALLY

CHIEF EXECUTIVE OFFICER, TOURETTE'S ACTION