

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 horizon is visible with a thin layer of atmosphere. The sky is a dark blue with many stars.

JCDecaux

CASE STUDIES



# CREATING AN EFFECTIVE DIRECT LINK BETWEEN POSTER AND PURCHASE, BUILDING AWARENESS & INCREASING ACTION

*POLLEN + GRACE*



## BACKGROUND:

Pollen + Grace create healthy, delicious, plant-based food to go, found in the food-to-go areas in supermarkets. Pollen + Grace are committed to providing uncompromising nutrition and great taste for anyone short on time, particularly at lunchtime.

## CAMPAIGN OBJECTIVES:

Drive awareness and sales through media investment

Open up Pollen + Grace products to a wide audience

Move this increased number of potential customers rapidly through the purchase funnel by making it as straightforward as possible for them to try the brand

## CAMPAIGN DETAILS:

20<sup>th</sup> June – 3<sup>rd</sup> July 2022

London area; location-specific campaign designed to optimise coverage of target audience

Classic Roadside 6-sheets

LDN Drive

Sites selected to support listing in Tesco stores

QR code delivered via GreenJinn



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For smaller brands like Pollen + Grace, sweating our marketing budget and deploying media that drives both awareness and sales is key to our success.

With two big NPD launches this year, our portfolio was looking tastier than ever. We know once people try our products they love them, so we needed a way to allow customers to sample whilst gaining important insights.

We decided to treat consumers to a summer lunch on us, by featuring a QR code on our billboards situated close to stores. Our bold outdoor ads not only generated brand awareness in key London neighbourhoods, but also made it easy for consumers to pop into a nearby store to try Pollen + Grace for themselves, for free.

Alongside a comprehensive brand and trade activation plan, this activity contributed to an epic summer of sales growth for Pollen + Grace.

**EMMA PRESTON**

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