



JCDecaux

CASE STUDIES

OUT-OF-HOME ESTABLISHES BRAND AWARENESS AND SUPPORTS BRAND SEARCHES TO HELP SCALE UP A BUSINESS

BUTTERNUT BOX



BACKGROUND:

Butternut Box is a leading fresh dog food business. Using human-grade ingredients and personalised plans, all its healthy, freshly prepared meals are delivered directly to the door.

CAMPAIGN OBJECTIVES:

On the back of previous campaigns, the primary goal of Butternut Box's fourth one was to continue to build brand awareness in key regions for the business.

The secondary ones were to translate this awareness into increased brand searches to drive website traffic and, if possible, convert the interest into organic acquisitions.

CAMPAIGN DETAILS:

The campaign ran for two weeks in January, targeting various areas, including London, the West Midlands and the North West.

Formats encompassed railway stations and street furniture, with large-format digital sites also employed in London

RESULTS:

Butternut Box saw a **16%** increase overall in awareness in those areas where Out-of-Home was used as part of its campaign. In its two fastest-growing regions, this rise was **over 20%**.



“

In this campaign, we refined our targeting, selecting areas with high dog ownership, as well as layering on locations where health-conscious dog owners lived and also our premium buyers. We also focused activity on sites with close proximities to parks and dog walking routes, which has worked well.

For reporting, we moved to quarterly brand awareness surveys to prove campaign value. We found that where Out-of-Home was used as a critical part of our promotional strategy with other media, we saw a strong **16%** increase in prompted awareness. However, in the North West and West Midlands - two of our fastest-growing regions - this was even more impressive, rising by **23.9%** and **21.3%** respectively.

All this continues to feed into our understanding of what's working and is helping us hone our strategy to maximise Out-of-Home's effectiveness as a core channel.

JORDAN CARP
BRAND MANAGER, BUTTERNUT BOX