



JCDecaux

CASE STUDIES

BUILDING BRAND AWARENESS AND DRIVING IN-STORE SALES ACROSS RETAILERS IN WESTFIELD WHITE CITY

CAUDALIE



BACKGROUND:

Caudalie is a French skincare brand whose products are developed using natural ingredients from the vine and grapes. Its mission is to become the most effective clean, and natural brand and the most environmentally-friendly beauty brand on the market.

CAMPAIGN OBJECTIVES:

To drive awareness for the Caudalie brand and Vinoperfect, its leading anti-dark spot product, through impactful, full-motion video advertising.

It also aimed to encourage product purchases from key retailers stocking its products in Westfield White City.

CAMPAIGN DETAILS:

The campaign ran for two weeks, primarily across Westfield White City on digital screens in close proximity to stores selling Caudalie's skincare range.

RESULTS:

Over the duration of the campaign, Caudalie saw its **highest-ever UK sales**.



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“As a brand-building channel, Digital Out-of-Home is fantastic. With multiple retailers selling our range in Westfield White City, including Sephora, Space NK and John Lewis, tapping into the mall’s high footfall made it the perfect environment for us to advertise. JCDecaux allowed us to deliver impactful advertising in high-profile locations across the mall using video and motion to build brand and product awareness. This was complemented by strategically targeting our advertising close to retailers selling our brand. And working with those retailers to extend this awareness through high in-store brand visibility encouraged customers to buy.

And we couldn’t be happier with the results. While the campaign was live, **we experienced our highest-ever UK sales**. Ensuring we coordinated our activity maximised our exposure and the Westfield Digital Out-of-Home investment was crucial to our overall success.”

ALICE LANGSTON

HEAD OF MARKETING UK & IRELAND, CAUDALIE