



JCDecaux

CASE STUDIES

USING OUT-OF-HOME TO BRAND BUILD AND SUPPORT A NEW STORE OPENING

CUBITTS



BACKGROUND:

Cubitts is a modern spectacle maker founded on the belief that spectacles should be loved, not tolerated. Offering optical services and sunglasses, it has 16 stores nationwide, 11 of which are in London.

CAMPAIGN OBJECTIVES:

- Build brand awareness for Cubitts by targeting areas over-indexing for its target audiences.
- Support the opening of its new store in Hackney, London, to ensure local residents were aware of it.

CAMPAIGN DETAILS:

The campaign ran for four weeks, primarily on bus shelter sites across East London that targeted its core audience of people working in creative communities.

RESULTS:

- As well as driving up awareness, the store opening was Cubitt's most successful in terms of revenue.



At Cubitts, we focus on long-term brand activity, which makes Out-of-Home perfect. It's our most high-reach, high-impact channel, allowing us to creatively tell our story and engage our audiences in a physical space. In doing so, it fosters those initial connections, so people know what we stand for, which is vital for any brand today.

We've seen great results. We saw good uplift in brand search in our target areas and the neighbouring ones. And the store opening has been our best-ever, beating its revenue forecast every week since opening, sometimes by over 50%.

The creative has also had an impact as by highlighting sunglasses, the new store has a higher proportion of sales for these than any of our other branches.

We've had great anecdotal feedback with people sharing and mentioning the campaign and getting in touch. Overall, the campaign has been very successful.

CHARLOTTE HUMPHRIES
HEAD OF BRAND, CUBITTS