

A satellite night view of Europe, showing the continent illuminated by city lights against the dark background of the night sky. The Earth's curvature is visible at the top, and the sun's glow is seen on the right side of the horizon.

JCDecaux

CASE STUDIES

B2B VOLUNTEERING PROGRAMME GENERATES AWARENESS AND NEW BUSINESS ENQUIRIES THROUGH THEIR USE OF STANDOUT OUT-OF-HOME



MATCHABLE

BACKGROUND:

Matchable is on a mission to make giving back exciting, and part of business as usual! Their volunteering platform provides employees with innovative projects tailored to them based on their individual skills, passions, and availability. They are giving teams true purpose at work, whilst taking away the hassle from managing volunteering paid time. Instead of fence-painting or running another bake sale, why not create social content for a nonprofit regenerating coral reefs through eco-burials. This isn't box ticking, this is real impact!"

CAMPAIGN OBJECTIVES:

- Grow brand awareness and become the go to solution for businesses wanting to give back in their communities and engage their teams through volunteering.
- Get in front of business owners and HR decision-makers throughout major UK cities
- Catch commuters on their way to and from the office at train stations with a compelling and simple message

CAMPAIGN DETAILS:

300 Rail 4 Sheets

Waterloo motion screen

RESULTS:

- Increase in direct traffic to the website
- Multiple new business enquires
- Increased social media engagement surrounding how the ad spoke to issues in the past with employee volunteering
- Booked business resulting in a 9.8x ROI



Up until recently, most new enquiries and growth came from organic growth of our audience on social media through content marketing, and capturing those already looking for the service we provide through search engines like Google.

We had always been curious about out-of-home campaigns, and sceptical about if they would be effective for a B2B offering like ours. When the opportunity to work with the Reach programme came along, we jumped at the chance to really put our brand on the map and give Matchable added credibility in the industry.

The national campaign saw an increase in people tagging our brand across social media as people spotted the ads and resonated with our message of supporting non-profits through corporate volunteering.

We saw a huge amount of support and interaction on our own posts sharing the OOH campaign, with fellow business owners and professionals inspired by our mission.



We saw an increase in direct traffic to the website, as well as multiple new business enquires mentioning that they saw our adverts in-person! Many people mentioned the ad copy and how it really spoke to their issues in the past with employee volunteering. So far, we've been pleasantly surprised by the impact the OOH campaign has had in terms of new business enquires despite it being a B2B campaign.

It was so exciting as a start-up to see our brand and mission spread in such a big way across the UK. Seeing the huge digital screen in Waterloo station was a particularly proud moment and we're so grateful to the Reach programme for supporting a social impact business in such a big way!

Aside from the measurable increases in website traffic and inbound leads, there will undoubtedly be an impact from the increased brand awareness on existing and potential future leads who will now remember Matchable when they think about corporate volunteering and CSR solutions

WAY FOONG NG

CEO & FOUNDER, MATCHABLE

