

A satellite view of Europe at night, showing the continent illuminated by city lights against the dark background of the Earth and the starry sky. The curvature of the Earth is visible at the top of the frame.

JCDecaux

CASE STUDIES

EFFECTIVE OOH STRATEGY DRIVES AWARENESS AND ENGAGEMENT FOR B2B HR PLATFORM

EMPLOYMENT HERO

82% UPLIFT
IN BRAND
SEARCH
IMPRESSIONS

BACKGROUND:

Cloud-based HR platform, Employment Hero, is a well-established brand in Australia, aiming to increase their brand awareness in the UK market. OOH was a key channel due to its targeted regional focus; its ability to reach commuting business professionals; and the targeting capabilities of DOOH (e.g. specific days of the week or times of day) to maximise relevance.

CAMPAIGN OBJECTIVES:

1. Boost brand recognition
2. Educate potential customers about Employment Hero

CAMPAIGN DETAILS:

October 2023, 4-week DOOH campaign

Range of Large Format digital, Rails D6s & City Centre D6s across Manchester, Birmingham & Salford.

RESULTS:

Cities with OOH saw:

- **82%** uplift in brand term search impressions
- **77%** uplift in brand term clicks

This was compared to control cities without OOH that saw **14%** and **25%** respectively.



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The JCDecaux OOH campaign met and exceeded expectations. Their expertise was instrumental throughout the campaign, from planning to execution. Their VIM Creative Testing tools provided valuable insights and feedback on creative performance, allowing for adjustments and improvements.

The campaign's mix of varying digital screen sizes was particularly appreciated. These formats ensured that Employment Hero's presence in our target cities were highly noticeable, which was crucial for a brand entering a new market. We were hard to miss!

Overall, the campaign successfully increased brand awareness and engagement in the UK market, demonstrating the effectiveness of the OOH strategy and the value of partnering with JCDecaux.

JOHN COOPER

BRAND MEDIA LEAD, EMPLOYMENT HERO

