

JCDecaux EQUATOR HCAHealthcare UK

HCA UK See 16% Uplift In Footfall and Double Paid Social Engagement With Geo-targeted pDOOH



Shortlisted – Best Integrated pDOOH Campaign



Challenges

How to drive footfall and search with pDOOH?

Equator, a digital transformation consultancy, were tasked with devising an integrated media campaign that demonstrated HCA's ability to deliver high-quality healthcare and provide instant access to walk-in private health services.

The aim of the campaign was to drive visits to HCA's Urgent Care Centres (UCCs) by encouraging consumers to search for 'HCA Urgent Care' and visit a bespoke landing page.



Solution

Programmatic DOOH (pDOOH), display, and paid social channels were planned in tandem with messaging that highlighted the speed of HCA's urgent care services and the ability for patients to 'be seen in 15'.

To ensure maximum efficiency, the pDOOH campaign only ran within a 1-mile radius of the UCC facilities and the campaign was optimised towards screens where footfall was above average.

To maximise the length of the campaign ads only ran during the opening hours of the nearest UCC. To gain deeper insight into the success of the pDOOH activity, Equator used an exclusive call to action that the paid search team could use to monitor uplift in search impressions.

The display and paid social channels targeted a slightly wider geographic area to reach audiences on the move. The same demographic and interest targeting was applied to all channels to increase campaign relevancy.



Results

16%

uplift in UCC visits during pDOOH campaign (vs. target of 5%)

191%

increase in paid search impressions from pDOOH-specific call to action

2 million

Combined reach - 15% above forecast

10.43%

paid social engagement rate vs. benchmark of 1.5%



“With increasing competition in online advertising environments, we knew we needed to support our display and paid social media with offline advertising. By buying DOOH programmatically we were able to stretch HCA’s budget as far as possible through precision geo-targeting, in-flight optimisation towards footfall, and day parting. Our integrated measurement approach has enabled us to prove that pDOOH not only drove awareness, consideration, and visits but also boosted the performance of paid social media advertising meaning the combined budgets worked even harder.”

Rachel Lambe, Performance Media Manager, Equator.