

CASE STUDIES

CAMPAIGN OVERVIEW

Campaign details

- May 6th – July 7th 2019
- Channel Retail: Morrisons
- Channel Roadside: The Trafford Arch; Liverpool, Birmingham and Leeds Towers
- Channel Roadside: large and small format
- Total impressions delivered 23,349,259

Campaign objectives

- Increase profile and awareness in proximity to key purchase points Home Bargains, Wilko and Morrisons
- Concentrate campaign in key cities for the brand

Source: Route





"We have thoroughly enjoyed working with JCDcaux.

Kelly and the team were very professional and extremely patient, giving us guidance and keeping us updated with all the important aspects of the planning process.

*They delivered a **highly successful summer campaign** which helped us **achieve our strategic sales goals.**"*

Danial Bagheri, Marketing Manager, Linco Care Ltd