

# CASE STUDIES

# CAMPAIGN OVERVIEW

## Campaign objectives

- Establish a tangible real-world presence for KIERIN NYC, the digital-first US fragrance brand
- Flexibly communicate varied messaging across the two-week campaign duration, supporting a variety of objectives
- Use DOOH for PR purposes; to raise awareness of the KIERIN NYC brand as it launches in the UK; and for activation to direct consumers to the brand's Boxpark experiential pop-up store as well as other ongoing online and physical purchase points







# EVENT SUPPORT, BRANDING AND ACTIVATION VIA ONE DOOH CHANNEL

## Campaign details

- Shoreditch Channel (51 digital 6-sheets)
- Channel ownership in support of Boxpark product launch event 9<sup>th</sup> April; 8% SOT on the channel for 13 days following
- Media first: bespoke bottle designs customized by press and influencer attendees live-streamed onto Shoreditch Channel sites on launch day



*“As a digitally-driven brand, we are always looking for innovative ways to use technology to connect with people and offer a new kind of fragrance experience”*

**MONA MAINE DE BIRAN,  
KIERIN NYC CO-  
FOUNDER AND BRAND  
VISIONARY**

*“The unique qualities of digital Out-of-Home –the ability to deliver **branding, activation and flexibility** simultaneously – enabled us to run a multi-faceted campaign for the KIERIN NYC launch. All elements could be consistently displayed on the best quality screens in the right location, at the right time, to support the specific initiatives promoted at each particular point of our campaign.*

*The advertising campaign helped **spread brand awareness** and highlighted the artistic and individualistic nature of the brand to thousands of Londoners. It gave influencers and press the opportunity to showcase their art and provided engaging content for their own comms channels.*

*It is such an honour to partner with a disruptive and artistic brand like KIERIN NYC. It gave us the opportunity to think outside the box with the creative aspect of our marketing and media campaign, and **JCDecaux enabled us to bring these creative concepts to life** exactly how we had hoped. We are **thrilled with the response we had** from press and retailers regarding the bottle personalisation and the supporting media campaign.”*

**AMY BUCKLEY, MARKETING DIRECTOR, PHOENIX BEAUTY**