

# CASE STUDIES



# TARGETING TOURISTS AND DRIVING DOWNLOADS WITH DOOH

## Campaign details

- Four weeks
- Central London channels
- Rail: Motion@Waterloo and D6s
- LDN Digital
- Total impressions delivered 18,057,084

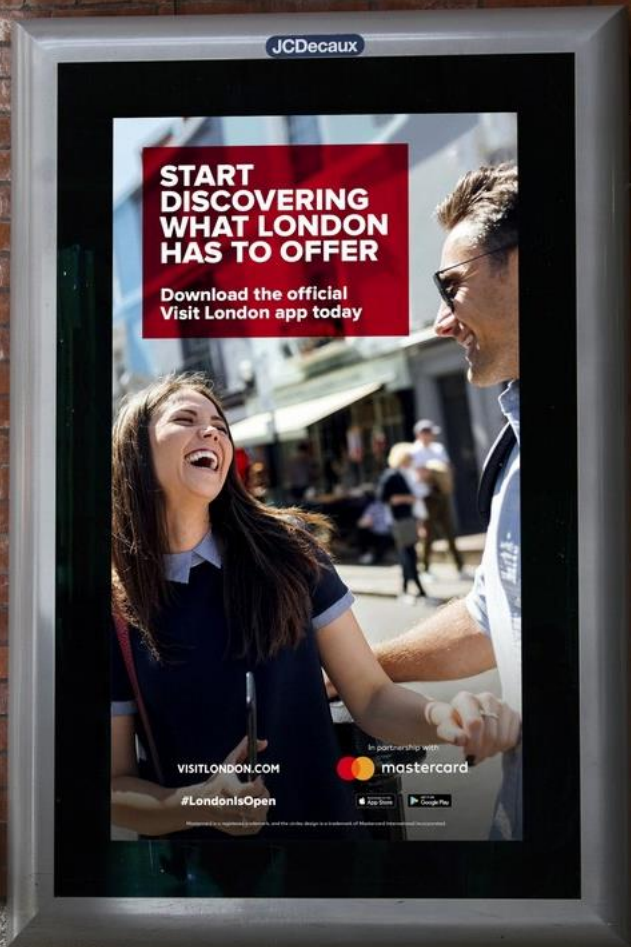
## Campaign objectives

- Access a hard-to-reach London tourist audience
- Drive Visit London app downloads

Source: Route







*“The JCDecaux digital campaign achieved its objectives, driving **40,000 downloads of the Visit London app** by building awareness in front of the desired tourist target audience, and encouraging activation.*

*JCDecaux digital Out-of-Home was **the perfect medium** for us to communicate with a huge footfall of tourists visiting Central London. The **main benefit was the reach**, even of a notoriously hard-to-access audience who are constantly on the move once they’re in London.*

*Being able to display our brand on **huge, hard to miss, high impact products in central capital locations** was also a real benefit.*

*We complemented this **incredible campaign** with online digital media, creating a partnership between digital OOH and online. The two channels worked perfectly together to deliver fantastic results; our strong belief is that **without using OOH we could not have delivered the outcomes required.**”*

**Daniel Le Good, Senior Commercial Manager, London and Partners**