

CASE STUDIES

OOH PROMPTING BEHAVIOUR CHANGE

Campaign details

- 60 6-sheets plus Old Street Showcase large format digital
- Tower Hamlets, using sites with highest concentration of target audience of C2DE parents with young children
- Two-week campaign 17-30 December 2018
- Campaign devised and implemented by JCDecaux creative resource Foundry

Campaign objectives

- Raise awareness of Wonder Words initiative within Wonder Words pilot area
- Communicate directly with the target audience via a ubiquitous communication channel, accessible to all through on-street display



CAMPAIGN ENCOURAGED BEHAVIOURAL CHANGE

Overwhelmingly positive response to campaign

Agreement: “Does this advert make you feel like doing anything differently with the children you care for?”

- Mum / baby creative:

Parents: **38.5%**; caregivers: **33.3%**

- Dad / child creative:

Parents **54.5%**; caregivers: **30.8%**

- Family creative:

Parents **33.3%**; caregivers: **35%**





*“Our Wonder Words Out-of-Home campaign was designed to reach, and appeal to, a target market of low income families with young children in Tower Hamlets. **Out-of-Home** is a democratic medium, **visible and accessible to everyone**, so it made perfect sense to use it for this message.*

*We worked very closely with JCDecaux’s Social Impact and Foundry teams, firstly to identify and secure the **best value reach and coverage** for the campaign, and secondly to ensure that the creative execution designed for it would have the **greatest possible impact** within our target demographic.*

The ‘Insta Words’ concept, designed and realised by Foundry, was the ideal way to do this. The engagement we saw with the campaign – both from new visits to the Wonder Words website, and from the research we conducted - reinforced both the creative execution and the media choice.”

JANE DEVINE, INNOVATION OFFICER, SAVE THE CHILDREN UK