

# CASE STUDIES

# CAMPAIGN OVERVIEW



## Campaign objectives

- Build brand awareness
- Build attribution between Soccer Aid and the UNICEF cause
- Activate audiences to raise money for UNICEF
- Help drive viewers to watch the event on TV

## Media used

Print, online, OOH

## JCDecaux media used

Mall D6s; Rail D6s; Rail classic 6-sheets; roadside classic 48-sheets; National Towers Channel

## 118,028,471 impressions

21<sup>st</sup> May 2018 – 17<sup>th</sup> June

(playouts increased 3<sup>rd</sup> – 17<sup>th</sup> June)



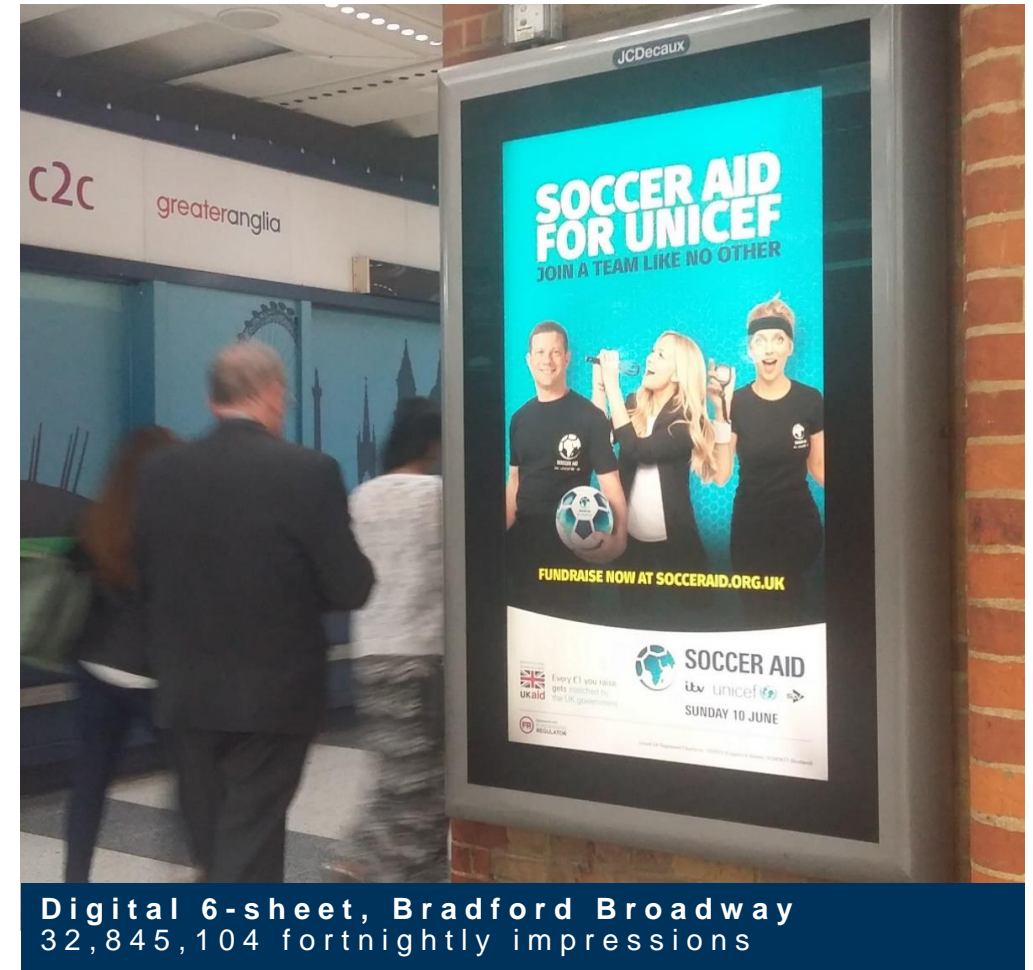
# JCDECAUX CAMPAIGN DELIVERABLES

## Awareness and attribution:

- OOH drove top of mind awareness and association between UNICEF and the event: **47% of respondents associated Soccer Aid with UNICEF in total, 20% spontaneously**

## Driving investigation:

- **More than three-fold uplift in traffic** from organic search to the Soccer Aid website when OOH campaign commenced



# JCDECAUX CAMPAIGN DELIVERABLES



## Driving action:

- Greatest jump in weekly numbers registering for public fundraising campaign seen when JCDecaux campaign commenced: **from 400 to over 1200, with further increase in second week of OOH campaign**

## Combined effectiveness:

- The holistic campaign achieved core brand KPIs, increased overall brand awareness and attribution between Soccer Aid and UNICEF

Digital 6-sheet,  
London Liverpool Street  
39,601,509 fortnightly impressions





*“We are incredibly grateful for the enormous support that was provided by JCDecaux to promote Soccer Aid, and encourage the nation to fundraise for UNICEF UK.*

*“We exceeded our objectives with both awareness of Soccer Aid and association to UNICEF seeing huge increases compared to previous years, and Soccer Aid has raised over £5.5 million for children in danger around the world.*

*“Our outdoor activity with JCDecaux played a vital role in helping us to achieve all of this.”*

**Mike Penrose, Executive Director,  
UNICEF**