

# CASE STUDIES

# CAMPAIGN OVERVIEW

## SPILL



## Objectives

The Spill team found a lack of existing brand awareness amongst their target audience. The above-the-line campaign needed to build rapid brand awareness to address this.

Encourage proactive enquiries by highlighting Spill's central service, providing businesses with the ability to offer remote therapy and wellbeing tools to their employees.

Create intrigue through bold, clear messaging, encouraging businesses to think about the benefits Spill's services could provide to them, and within their organisation.

## Campaign details

### With JCDecaux

Roadside Première and classic 6-sheet channels

Channel Rail classic 6-sheets

### Other media

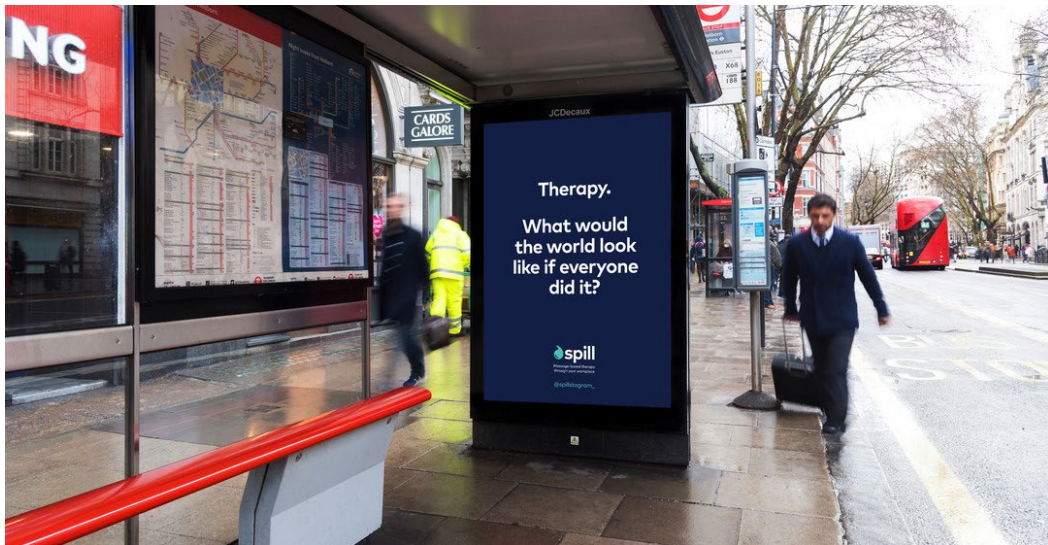
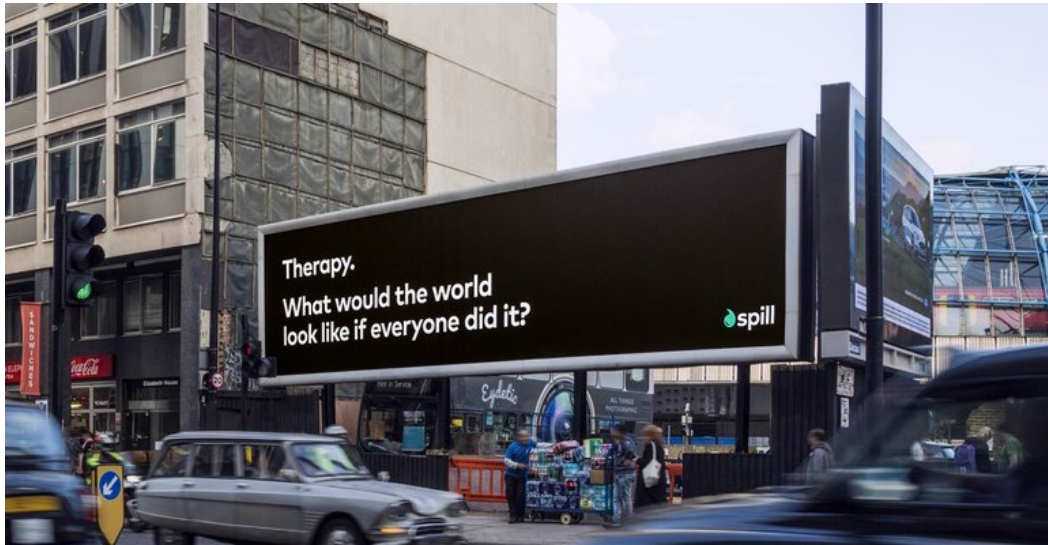
Time Out cover wrap

Underground cross-track posters

Instagram

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# CAMPAIGN RESULTS

**8x increase in proactive business enquiries** in the month following the campaign

**+300% web traffic increase**, which remained for two months following campaign

Achieved **1<sup>st</sup> page Google** search ranking

**+30%** LinkedIn followers; **+50%** Instagram followers

Post-campaign, companies contacted by Spill have **usually already heard of the brand**



*“Nurture was a great partner as it’s specifically set up to help start-ups with their first outdoor campaigns. Through Nurture, we received investment matching and a lot of guidance on helping us find the best mix of media given our objectives. It was like getting the kind of strategic advice you’d usually pay for through a media agency, but straight from the media supplier, for free.*

*As a result of our campaign, business enquiries and web traffic increased dramatically and remained at these higher levels, even after the campaign had finished.”*

**Will Allen-Mersh, Partner,  
Spill**

