**JCDecaux** CASE STUDIES

## DOOH CREATING CONSUMER AND TRADE IMPACT FOR A BRAND NEW SNACK BRAND

Love Corn

## **OBJECTIVES:**

Build brand awareness quickly

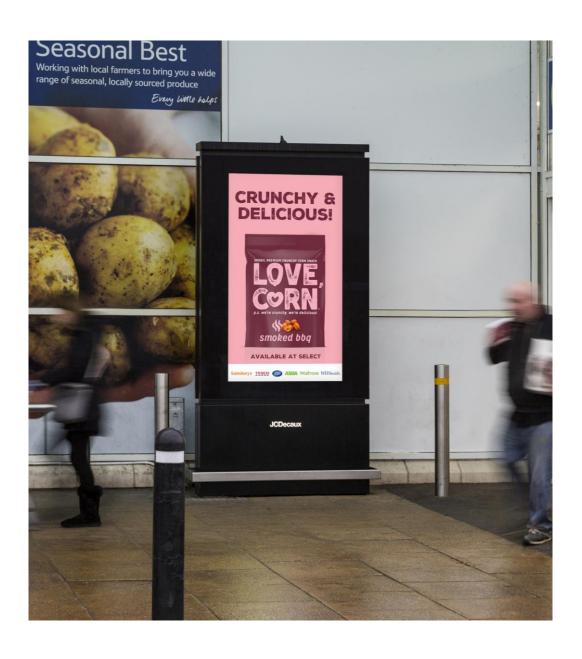
Plan campaign in proximity to stockists for retailer launch support

Create stand-out and talkability

Encourage purchase intent and, as a result, increase sales

## **CAMPAIGN DETAILS:**

Multi-format DOOH campaign across various JCDecaux Channels: rail, city centre and supermarkets









With retail you really only get one chance once you're on the shelf, so its really important that we're doing everything we can to support those launches.

For a brand of Love Corn's size, purchase intent is really important. We need to drive consumers to pick up Love Corn as a new brand in store.

Following the DOOH campaign, JCDecaux carried out some research for us amongst Tesco customers which showed a significant increase in both that purchase intent and brand awareness.

We've seen a significant increase in post sales amongst all of our key retailers, and we believe that the campaign changed perception of Love Corn and positioned us as a mainstream snack brand.

It's great for our retail buyers to see how we're supporting the product launch in their stores, and I've had lots of emails from them referencing that they've seen the campaign. We're behaving like a big brand, and as a result that's really helping drive sales within their stores.

JAMIE McCLOSKEY

FOUNDER & CEO, LOVE CORN