

# OOH BRINGING A SOCIAL-FIRST CAMPAIGN STRATEGY INTO THE REAL WORLD, BUILDING AWARENESS & BOOSTING WEB TRAFFIC

**BUTTERNUT BOX** 



#### **BACKGROUND:**

Butternut Box is a new breed of dog food which provides fresh, healthy meals, personalised meal plans and home delivery for pets and their people across the UK.

## **CAMPAIGN OBJECTIVES:**

Grow brand awareness

Bring the online, social media-driven #dogsdeservebillboards campaign into the real world, using Out-of-Home to reach a greater number of dog owners and potential customers

Gain a wider audience for impactful, joyful moments for dogs and their owners, and create a Butternut Box community through this increased reach

### **CAMPAIGN DETAILS:**

3<sup>rd</sup> – 31<sup>st</sup> January 2022

OOH test campaign: Nottingham & Edinburgh

### **Channel City:**

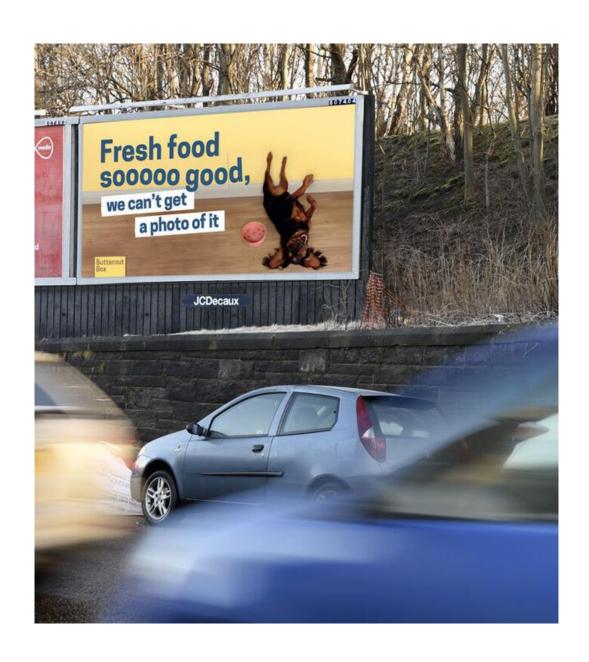
Classic Roadside large format and Première portfolio

Classic 6-sheets

#### **Channel Rail:**

Classic 4-sheets

**Transvision** 









Out-of-Home media enabled us to build fame, not just for Butternut Box the brand, but also for the fantastic dogs who, alongside their owners, entered our #DogsDeserveBillboards campaign.

We had almost 2,000 entries from pet-parents to get their dog on a billboard. The campaign demonstrated how well social media and Out-of-Home channels can work together to create something much bigger, and with greater longevity.

The campaign was a huge success and the results from our Out-of-Home gave us massive confidence in it as a channel to grow our brand awareness. Pre to post campaign, there was a considerable average increase of 53% in brand awareness across our test locations. In addition, we saw growth in the volume of organic and direct traffic to our website.

We believe that Out-of-Home is a strong brand-building channel and we plan to take advantage of this with another OOH campaign later this year.

CHRISTY MCCORMICK
BRAND & CREATIVE DIRECTOR, BUTTERNUT BOX