

USING OUT-OF-HOME FOR BUILDING AWARENESS, EDUCATION AND SALES

DAME



BACKGROUND:

DAME is an award-winning business offering sustainable period products that are toxin-free and carbon negative, so better for the body and planet than traditional options.

CAMPAIGN OBJECTIVES:

To build awareness of the DAME brand.

To drive in-store rate of sale increases and direct-toconsumer online purchases.

CAMPAIGN DETAILS:

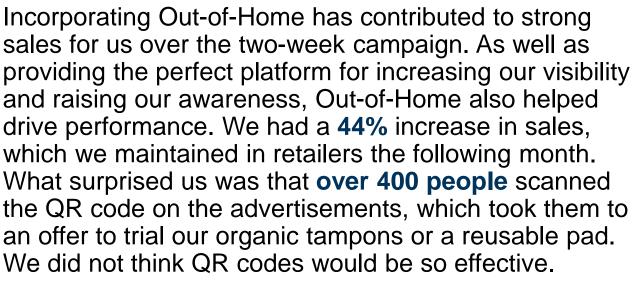
The campaign ran for two weeks in London on classic 6-sheet sites.

Sites were targeted close to specific stores, as well as in key London boroughs where the audience was interested in the environment or where DAME had strong online subscriptions.

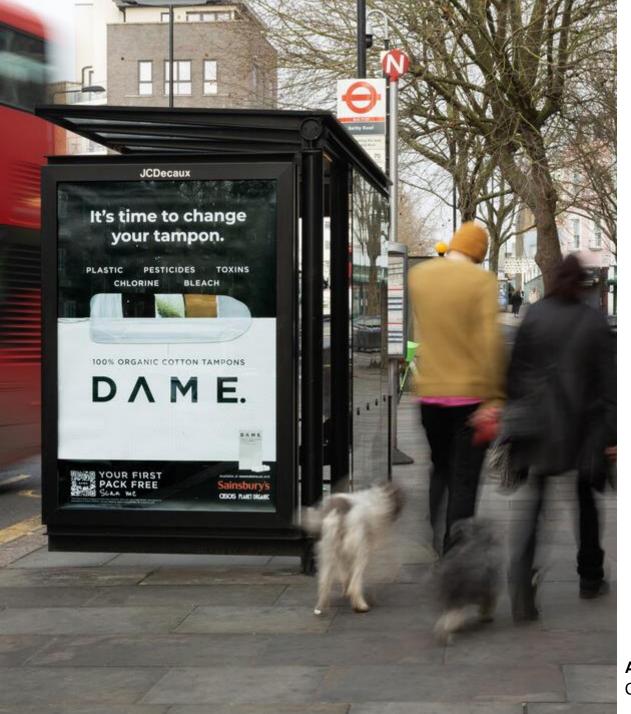
RESULTS:

The campaign saw a 44% increase in sales.





We've also had very positive consumer feedback regarding our advertising message. What we've learnt is that the impactful nature of Out-of-Home as a public media allows us to use it to educate the market, as well as being a talking point in itself. We've been able to draw attention both to period products and toxins in tampons in a powerful way that's hard to achieve in many other environments.



ALEC MILLS
CO-FOUNDER, DAME