

DRIVING SALES AND RAISING AWARENESS OF NEW SEASON CLOTHING RANGE THROUGH BILLBOARDS



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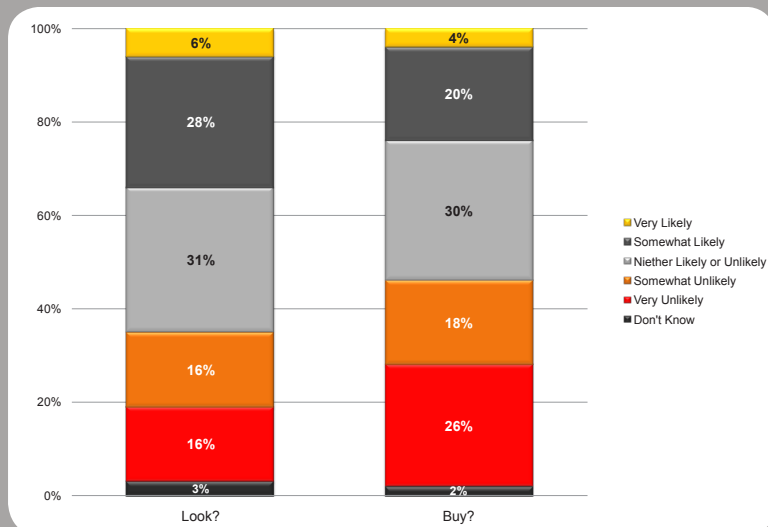
In March 2010, Just Jeans ran a billboard only Out-of-Home campaign in the three main metropolitan cities.

The billboards were located in Auckland, Wellington and Christchurch and were targeting people aged 18-29 years.

The objective of the campaign was to promote their new season style of clothing and drive sales for Just Jeans, whilst maintaining brand awareness amongst their core audience.



PROPENSITY TO LOOK/BUY JUST JEANS



CAMPAIGN RESULTS

- Just Jeans experienced an increase of 118% in total awareness through the billboard campaign
- 46% of people agreed that the advertisement made them likely aware of the new season styles in stock at Just Jeans
- As a result of the billboard, people are 24% more likely to purchase Just Jeans.
- The Just Jeans brand registers strongly with 18-20 year olds
 - Highest recall of elements of the advertisement spontaneously
 - Strongest total awareness of Just Jeans at 60%
 - Highest average frequency of exposure to billboard - approx 2.3 times p/week
- On average consumers have seen the 'denim' advertisement 2 times in the past week

*SOURCE: Big Picture Research, March 2010. Pre-Campaign Benchmark: N=225, Campaign Tracker: N=300

For more information on this case study contact iSite Media