

# PA CONSULTING



## OBJECTIVES

- To raise profile and create buzz in a clever, punchy and visually challenging way.
- To ensure maximum exposure to the key audiences at key times of the day.
- To bring to life the business's key communications messages - e.g. That PA Makes the Difference.
- To encompass London, Copenhagen, Oslo, Stockholm, Utrecht, Boston and New York – key target cities for the business.

## STRATEGY

- We used OOH to bring to life the more tangible attributes of the PA proposition.
- We used key geo-targeted, cross-environment locations in London, Copenhagen, Oslo, Stockholm, Utrecht, Boston, and New York.
- Messages included the taglines "Business as Unusual", "We make the difference" and "It is Rocket Science".



## EXECUTION

- Stand-out roadside formats including 96-sheets and 6-sheets around London were used – a strategy that could be easily replicated in other cities.
- We used mobile, office screens and the best classic OOH sites, including special builds to further enhance impact and memorability.
- Additional stand out was delivered by the use of OOH innovations across many formats including:
  - » Lenticulars
  - » Large format 3D special builds
  - » Creation of a one-off 6 Sheet showcase of a replica jetpack



## RESULTS

The brand experienced a 40% increase year-on-year in website traffic during the campaign period.

