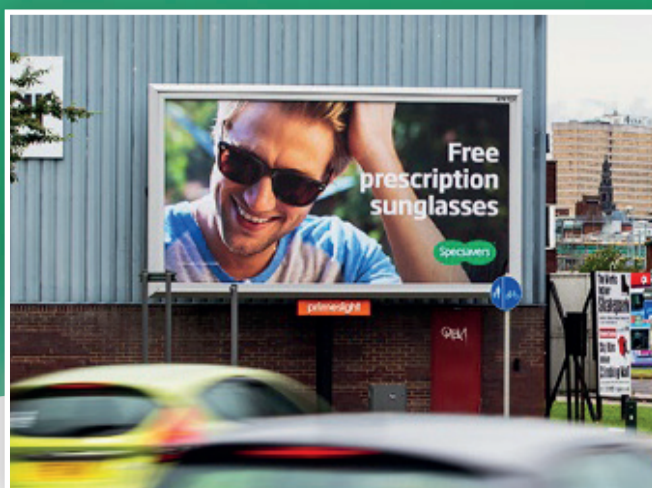


CASE STUDY | Brand Building

SPECSAVERS



OBJECTIVES

- Specsavers's ad spend was dominated by TV, driving their 'Should Have Gone to Specsavers' slogan, while other channels were used to communicate individual offers and to keep the brand front of mind.
- TV proved effective at driving the fame of the brand via 'SHGTS' – but it was becoming clear that the strength of this strategy was hindering the cut-through of offer messages.

STRATEGY AND EXECUTION

- Introducing long-term holdings
 - » Equal store coverage – 1,400 geo-targeted 48s
 - » To combat diminishing offer cut-through
 - » High and continuous levels of awareness
- Going local to drive footfall into store
 - » 2,000 individual campaigns per year across a diverse range of formats addressing a much wider range of local business challenges than ever before
- Adding rigour
 - » Each store was mapped and analysed with Route data to ensure that each site was they very best quality, rather than the closest
 - » This optimisation delivered huge efficiencies – we used fewer OOH sites but with greater visibility
- Going digital
 - » The savings from optimisation allowed us to expand the role for OOH even further, using digital OOH to build the brand by publicising 'SHGTS' moments
 - » For example– the infamous Suarez biting incident was transformed into a SHGTS moment



RESULTS



- 20% of glasses wearers remember seeing a Specsavers OOH ad on any given week of the year.
- OOH has helped sales grow to their highest levels ever, with no change in overall media spend.
- OOH has delivered a strong ROI – with it increasing threefold since the change in strategy.