

TAILSTER

A DOG'S BEST FRIEND



OBJECTIVES

- To launch the new first-of-its-kind online dog-walking service, Tailster, we planned an extensive OOH campaign.
- Driving brand awareness was key to increase sign-ups for the service with the goal to achieve further venture capitalist investment for the start-up.

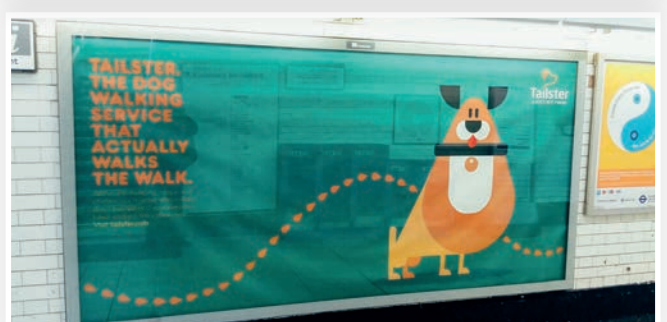
STRATEGY



- As the target audience were dog owners who work full time, we mapped highly-populated areas where there are green parks and spaces in proximity using Census Data.
- We also targeted the key working audiences at rail and tube stations.
- We then used Route Data to select the over indexing panels for our selected target audience.
- Using our planning tools we placed prominence on formats that delivered high on dwell time so we could really push the brand message.

EXECUTION

- The campaign featured predominantly in the London Underground across multiple formats delivering cover, brand standout and call to action for commuters.
- LU TCP's engaged the audience with a 13-minute dwell time – driving brand understanding.
- We up-weighted key stations, targeted parks and local high-streets further with promotional staff handing out leaflets, dogs in hand.
- Glasgow and Edinburgh were used as test cities, where a small number of digital screens were used to build fame.



RESULTS



- Tailster's Google search index increased by +63%, making the brand the most searched in its competitive set.
- Online visits during the OOH campaign period more than doubled in London (+118%), with a +52% increase in Scotland.
- The volume of unique visits increased by +11% in London and +64% in Scotland.
- Tailster overcame its closest competitor Holidog by 12,555 online visits in London and 682 visits in Scotland.