



# World of Wedgwood

Case study



# Creating awareness for World of Wedgwood's product offerings with OOH

## The Brief

The objective was to build general brand awareness while promoting their events and product offerings.

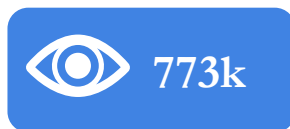
## The Campaign

World of Wedgwood had previously run campaigns through Meta, print media, and DMOs, but decided to incorporate OOH advertising into their marketing mix to increase reach. They chose Alight for its prime site locations and exceptional value. The goal was to boost brand awareness and promote their events and offerings. The campaign ran for 12 months, and its success was tracked through guest feedback forms and booking questions.

## The Solution



Using 7 D48 panels



Achieved 773k  
impacts



Plays received



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### The Results

Alight successfully executed World of Wedgwood's campaigns, resulting in increased brand awareness and effective promotion of their events and product offerings. The success was tracked through guest feedback forms and bookings.

***“Fabulous and efficient customer service!”.***

***(World of Wedgwood)***