



HEIGHTEN ACCOUNTANTS REACH OUT TO SMES DURING PANDEMIC OOH CAMPAIGN

HEIGHTEN ACCOUNTANTS, A NEW ACCOUNTANCY FIRM IN LONDON THAT AIMS TO SUPPORT SMES AND LOCAL BUSINESSES IN TOUGH ECONOMIC CONDITIONS, APPROACHED OOHYES TO HELP RAISE MASS AWARENESS OF ITS BRAND LAUNCH.



AT A GLANCE

OBJECTIVE	Drive brand awareness in local areas. Boost response & introduce the company to a mass audience.
AUDIENCE	SME's, Start-up and business owners
PLATFORM	Out-of-Home
FORMATS	Bus streetliners, Tube Escalator Panels & Rail 6-sheets
DURATION	Long-term cover - 52-weeks
AGENCY	OOHyes

BACKGROUND

Heighten Accountants, a new Accountancy firm in London, approached OOHyès to help raise mass awareness of their Brand launch with the aim to support SME's and businesses during this tough economic climate.

HEIGHTEN



IDEA

The campaign focused on three key pillars: Brand launch, Driving local awareness and response. Throughout the year OOHyess created a range of messages that were deployed on multiple formats. All activity was created to help drive awareness, consideration and new business enquiries.

EXECUTION

- Bus streetliners on local routes provided proximity cover to their London branches.
- Escalator advertising at local Tube stations delivered a local regular audience
- Platform 6-sheets at local Rail stations delivered a local regular audience

OUT-OF-HOME CAMPAIGN DELIVERED AN AUDIENCE REACH OF 1.1M ADULTS AND 17M IMPACTS.

SOLUTION

- OOHyess created a range of messages that were deployed in multiple formats throughout the year.
- These included bus street-liners on local routes in close proximity to the client's London branches.
- Additionally, escalator advertising at local Tube stations captured regular, local audiences.
- While platform 6-sheets at local rail stations provided further commuter reach.
- All activity was created to help drive awareness, consideration and new business enquiries.
- The campaign ran for 52-weeks, permitting Heightened to build familiarity and memorability over time.

TESTIMONIAL

With this new campaign we really wanted to reach out to ambitious SMEs to support them during this time. We want to let them know that we are here to help improve and grow their business while allowing them to work as much – or as little – as they want.

We hope this campaign will help spark inspiration in others and that they will take time to discover not only their entrepreneurial spirit with Heighten, but also the wider products and services we can offer through our partnerships.

Nadeem Iqbal, Heighten Accountants

