



Leveraging outdoor to reach home buyers: Ashwood Homes

Case Study

Key locations drive web traffic boost for Ashwood Homes

Brief

Ashwood Homes' campaign objective was to share new sites and locations to potential home buyers. Already spending across radio and social media, they wanted a new way to advertise to a larger, targeted group of people in key areas.

Alight were able to add this reach through one of our digital billboards located in a very specific, high traffic location, offering great value for money.

Campaign solution

The location of Alight's billboard offered the perfect opportunity to reach audiences in major towns and cities where potential home buyers are based.



Results

Quality screens, in great locations as well as dedicated customer service meant Alight Media provided Ashwood Homes with a smooth running, stress-free and successful campaign that saw a significant uplift in traffic to their website and across their social channels.

The client went on to **rebook a second**, longer campaign in a new site reaching more potential new customers across the region.

“Alight Media provided us with well-placed billboards in great locations near major cities and towns where home buyers are likely to be.

Adding out-of-home to our media plan helped us reach a larger audience—even people who aren’t currently looking for a new home but might be in the future.

We were delighted with the campaign and saw a definite uplift in traffic not only to our website but across our social channels too.”

Chloe King, Sales Manager, Ashwood Homes