



Out of Home Advertising Association of America

OOH Case Study

Charles Tyrwhitt- Men's Apparel

Background

Charles Tyrwhitt is a British-based multi-channel clothing retailer specializing in dress shirts, ties, suits, casualwear, shoes and accessories.

Objective

Increase Online Sales

Charles Tyrwhitt wanted to increase brand awareness to drive both online sales as well as traffic to their four NYC retail locations.

Strategy

The brand employed a multichannel OOH direct to consumer strategy to reach broad audiences to increase sales.

Plan Details

Market: New York, NY

Campaign Posting Dates: 9/11/23-11/12/23

OOH Formats Used: Bus Kings, Subway Interior Cards, Commuter Rail Liveboards, Commuter Rail Interior Cards, Bulletins

Target Demographic: Men 25-55, HHI \$75k+, working professional

Budget: \$10,000 or larger

Results

The campaign amplified the brand's visibility and engagement, and generated significant success, including a 20% increase in online sales and a 15% increase in retail sales YOY in the targeted region.

