

Bonds – ‘The Classics’

Objective

Generating awareness of the new Bonds’ tights range, and secondly, wanting to be close to retail outlets.

Insight

OOH influences consumers’ path to purchase. OOH is the last broadcast media influence.*

Approach

In close proximity to retail outlets, a landmark site in Broadway – which boasts major pedestrian and traffic movement in Sydney – was converted into a double monster site, making it the largest billboard in the state.

A high reaching transit campaign was also run in conjunction to maximise audience reach.

Impact

The creative in Bonds’ campaign – with its succinct messaging, strong visual and clear branding – plays to the medium’s strengths, making it another successful Outdoor campaign from the much-loved Aussie retailer.

[More case studies here.](#)

*Source: [Anatomy of OOH](#) / Campaign source: [APN Outdoor](#)



Category: Retail

Year: 2015

Creative Agency: Clemenger BBDO

Media Agency: OMD