JiWire delivers 5X CTR for Hiscox and Crayon in a Location-Based Public Wi-Fi campaign

Objectives
Specialist insurer, Hiscox was looking for new opportunities and innovations to promote its small business insurance.

Hiscox asked its media planning and buying agency, Crayon Ci, to examine new ways of reaching this notoriously hard-to-engage market.

The Strategy
Crayon Ci recommended a Wi-Fi based advertising campaign, with JiWire, to integrate with the outdoor activity already planned for specialist insurer, Hiscox.

The Methodology
JiWire is the leading location-based media company reaching an On-The-Go Audience in the US. In 2010 it launched in Europe and opened a London office. The specialist public Wi-Fi media channel works with a number of Wi-Fi Network operators and was appointed by BT Openzone to deliver targeted third-party advertising across their 205,000 Wi-Fi hotspot locations throughout the UK. Today, JiWire reaches approximately 5 million unique users each month across the UK, each accessing public Wi-Fi in premium locations such as cafes, leading hotels, airports, train stations and wireless cities.

Crayon Ci mapped the location of Hiscox outdoor advertising to available public Wi-Fi location-based advertising inventory in JiWire’s network. This ensured that consumers who logged onto public Wi-Fi in the vicinity of a Hiscox poster would be shown a relevant correlating advert encouraging them to engage with and apply for a quote from Hiscox. Hiscox adverts were displayed on the Wi-Fi login pages at the point-of-connection to give Hiscox complete share of voice prior to the consumer commencing their online session.

The agency further refined the campaign with demographic targeting using Wi-Fi user profiles and targeting by venue type, e.g. airports, hotels and business and travel hubs, so as to ensure that Hiscox’s message reached the right kind of consumers, in the right location at the right time.

Following Hiscox brand guidelines Flourish produced rich media creative promoting Business Insurance with a clear call to action.

The Results
The activity has been a great success:
- Click through rates were 5 times higher than Hiscox’s average for online display advertising
- The Hiscox creative performed twice as effectively as that of the average finance sector campaign run across JiWire
- The campaign provided synergy between online and outdoor activity

The Conclusion
Hiscox and Crayon Ci are now evaluating what other media opportunities JiWire can enable, including sponsored Wi-Fi sessions, delivering an even higher level of brand engagement in exchange for free Wi-Fi access, expanding the B2B programme and
Annabel Venner, Marketing Director at Hiscox explained, “During the last year we have accelerated our online presence with targeted advertising campaigns. The success we achieved with JiWire demonstrates the potential of marketing through this channel. The advertising campaign was innovative and bridged the gap between outdoor and digital planning to effectively engage our audience.”

Robin Trust, Head of Media Planning at Crayon Ci, continued, “JiWire’s unique platform has a number of advantages over traditional media. It is more effective than traditional display advertising, because the marketing messages can be served before the user even connects to the Internet. It helps to support Hiscox outdoor activity, because it provides Hiscox with the ability to measure actual impressions and interactions in much more detail by location and venue which could then inform our outdoor geographic targeting. The specific Wi-Fi locations we booked with JiWire ensured we are targeting the small business audience, many of which are ‘On-The-Go’ travelling to and from meetings and accessing the internet via their laptop, mobile phones, iPads and other devices during the course of their day.”

Trust concludes, “We believe that the introduction to the UK and successful trial of JiWire for Hiscox represents truly innovative digital marketing. JiWire’s technology, coupled with Crayon Ci’s media and Flourish’s creative, allows Hiscox to target their audience more accurately and with greater cost efficiency, than the previously media space had allowed. It’s a great example of cross industry collaboration in the B2B space.”

Peter Jones, Joint Managing Director of JiWire Europe, adds, “Hiscox took a highly innovative approach within financial services advertising, booking a campaign to reach their On-The-Go customers after they pass posters and enabling them to interact with the brand before they logon to Wi-Fi at the railway station, cafe or hotel. It has proven to be a very effective medium to reach their target market and delivered consistently high engagement, share of voice and click-through rate.”