

CASE STUDY

Client: Retail Apparel

Campaign Objectives

Reach active and trendy consumers with relevant messaging in order to drive awareness and consideration for this outdoor lifestyle brand.



Approach

- Leveraged physical world signals to define audience based on relevant behaviors: visits to trendy restaurants, visits to outdoor recreation areas, and visits to high end retail locations in NYC.
- Dynamically activated digital out-of-home media to reach these consumers where they had the highest propensity to be throughout the day based on their historical movement patterns.

Key Learnings

- Location-based audience strategy was effective in reaching target retail audience; survey panelists exposed to the campaign described their personal style as “active” and “trendy.”
- Digital out-of-home exposure drove lift in consideration among high value consumers in a competitive retail market.

Results



+30% lift

AD RECALL
OVER VM BENCHMARK



+68% lift

CONSIDERATION