

Programmatic showcase

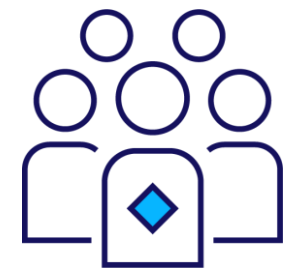
Targeting key demographics in a metropolitan area to drive results for the e-Retailer

Campaign objective

- Brand awareness
- Increase market share amongst competitors

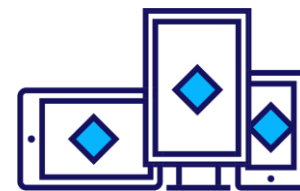
For their summer campaign, online retailer ASOS targeted their key in specific London boroughs.

A measurement study was conducted after the campaign, against the metrics of Awareness, Consideration and Market Share.



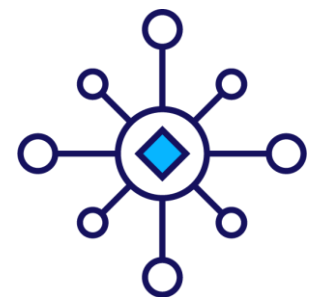
Target audience

- 'Fashion conscious' audience



Campaign specification

- Guaranteed



Inventory

- Roadside Digital 6-sheets
- 130 frames in London (Wandsworth, Lambeth, Southwark, Bexley)
- 160 frames nationwide



Campaign results

+10%

uplift in brand awareness

+9%

uplift in consideration



+1% increase
in overall market
share post-
campaign