

VIOOH + Gymshark

UK athletic-wear brand launches across new spectacular screen, in a programmatic first

Campaign Objective:

UK athletic-wear brand Gymshark, launched their first US campaign and first ever prDOOH campaign in Los Angeles.

As the first brand to utilise Branded Cities' newest Spectacular screen at The Moxy programmatically, Gymshark targeted adults of all abilities between the ages of 18-34 to position themselves as an inclusive sports brand and gain brand awareness.

This new positioning and new slogan, "Every Strong Belongs," featured creative to highlight people with all body shapes further emphasizing their inclusive nature.



Target audience
– Adults 18-34 in
Los Angeles



Campaign specification
– The Moxy
Spectacular



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brandedcities

GYMSHARK

theTradeDesk

dynata

In collaboration with

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Campaign Results:

To determine the effectiveness of their new positioning, an additional layer of measurement was added to the campaign.

Results showed an **increase in brand awareness and brand consideration.**

The most positive result, was the **increase in brand perception that Gymshark “accommodates all sizes”** - furthering proving their creative and new positioning resonated with the target audience.

Results

+8% Ad awareness **+8.3%** Brand consideration

+24.2%

Brand perception that Gymshark
“accommodates all sizes”



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