

Programmatic showcase

Footfall Lift Study

Campaign objective

- Promote the rebranding & re-launch of Water World Ocean Park
- Increase brand awareness
- Drive visitation & footfall

Ocean Park, one of the largest theme parks in Hong Kong, strategically launched the prDOOH campaign for Water World, serving various creatives format on MTR panels, which proven to be an effective channel with brand-safe and traceable results.

Footfall Study Methodology: Device IDs are tracked and divided into control and exposed groups by detecting whether the device IDs passed by a geofenced screen when the campaign's creative was in play. By attributing the lift in foot traffic, 1.06% device IDs from the control group visited a selected location, while 5.28% from the exposed group did and the lift is 497%.

Campaign results

The campaign drive significant footfall uplift from target audiences.

The campaign recorded up to a

497%

lift of Water World Ocean Park visitations between control and exposed groups



Target audience

- Parents
- Theme Park Goers



Campaign specification

- Non-Guaranteed
- Dates: 1st- 28th August 2022
- Digital Panel Network & Concourse Digital Motion Network



Inventory

- MTR Stations (Urban Lines_ in Hong Kong)