

Programmatic showcase

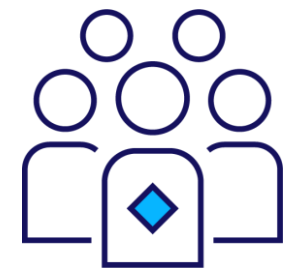
Geo-targeted campaign around gym locations

Campaign objective

- Brand Awareness of the Holmes Place brand

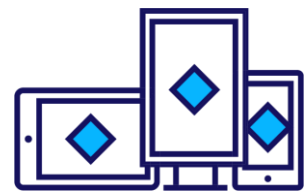
Holmes Place, a premium fitness brand, launched a brand awareness campaign with a 24-hour turnaround time to engage with fitness audiences.

Using programmatic technology, the campaign was activated to residents living within 5km of a Holmes Place location, with day parting to display ads at the most relevant times to reach this audience.



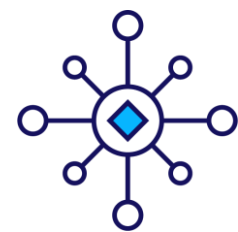
Target audience

- Individuals living or working near Holmes Place locations



Campaign specification

- Private non-guaranteed



Inventory

- Premium DOOH digital inventory in the cities of Hamburg, Berlin, Köln, Düsseldorf
- All roadside screens from WallDecaux



Campaign results

Web traffic

increase

New member

sign-ups



“

Due to full transparency, flexibility and easy handling, we are satisfied implementing The Neuron's self-service platform in our inhouse team. Highly recommended to all clients who want to have full control on their own DOOH campaigns.”

Miriam Schlüter, Anke Heuser
CMO / Marketing Manager, Holmes Place