

Programmatic showcase

Omnichannel campaign with mobile display, digital audio, programmatic DOOH and connected TV

Campaign objective

- Brand awareness
- Drive footfall and sales to Jeep dealerships

To increase sales of their hybrid SUV model, the Compass, Jeep and Starcom approached Hawk to run a location-based omnichannel campaign.

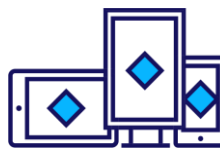
Running across JCDecaux, Global and Broadsign screens, the campaign was displayed to audiences within a 5km radius of the top 20 Jeep retailers across the UK.

Users exposed to DOOH ads were later retargeted with audio and display creatives to maximise the likelihood of visit to a Jeep dealership.



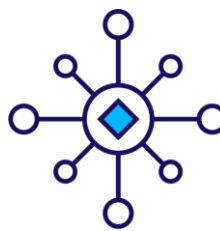
Target audience

- Audiences within 5km of 20 selected Jeep dealerships across the UK



Campaign specification

- Guaranteed



Inventory

- Street furniture in the UK



Campaign results

2,833

visits to all dealerships within 10 days of being exposed to an ad

700

Compass models sold, equating to 50% of annual sales and hitting the client's target for the campaign



A strong case for utilising programmatic OOH within the media mix, this campaign is a great demonstration that users are more likely to visit a store when primed first with DOOH and re-targeted with a mobile display ad, rather than running a mobile campaign only.