

Programmatic showcase

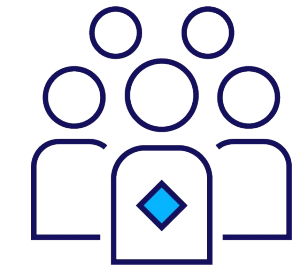
A programmatic DOOH media first using first-party in-store data and dynamic creative

Campaign objective

- Increase awareness of the M&S Goodmove sportswear collection

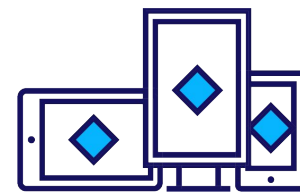
M&S wanted to put their Goodmove sportswear collection at the heart of outdoor and in-home physical activity as people adopted healthy exercising habits post-COVID.

The creatives for the campaign were contextually relevant and dynamic, changing based on the availability of Goodmove products in proximity M&S store to the DOOH screens. 'In Stock' creatives ran, switching to 'Out of Stock' when there were less than 10 pcs in stock in the nearby store.



Target audience

- Women interested in exercise and fitness



Campaign specification

- Non-guaranteed



VIOOH + Kinetic + M&S

Campaign results

+46%

Uplift in target audience penetration achieved (compared against average distribution of audience in targeted areas)

