

# Programmatic showcase

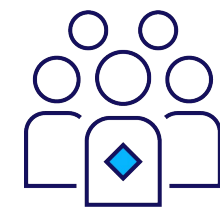
Hyper-precision targeting using multiple data sets, leading to groundbreaking prDOOH media-first

## Campaign objective

- To drive footfall to On store on opening night and beyond

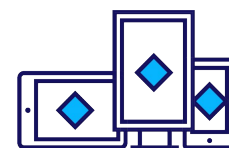
On's prDOOH campaign for the launch of its first UK store on London's Regent Street integrated footfall, weather and Strava data to build a multi-faceted campaign, powered by StoreBoost.

On opening night, the campaign targeted runners as they passed through Oxford St with messaging pointing them to the On Store, weather-triggered creatives relating to their CloudSurfer shoe, and location-based targeting to show audiences how far away the On store was and how much of a marathon that equated to.



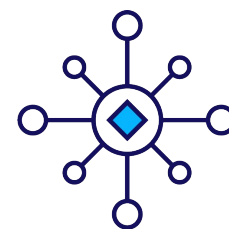
### Target audience

- Runners
- General audiences in the vicinity of the Regent Street store



### Campaign specification

- Non-guaranteed



### Inventory

- JCDecaux screens on Oxford St and around 3 major transport hubs in London



## Campaign Creative examples

### Stage 1

"Not so fast. The New On store is the other way."

Example creative targeting runners as they passed through Oxford St

### Stage 2

"It's 900m to the new On store. That's about 2% of a marathon."

Example creative targeting audiences around 3 major transport hubs

### Stage 3

"There's not a cloud in the Sky. Find them all in the new On store."

Example weather-triggered creative promoting the 'CloudSurfer' shoe

# Campaign results

20%

Expected uplift in footfall on Opening Night

40%

Actual uplift in footfall on Opening Night

5%

Expected uplift in footfall when campaign ran

7%

Actual uplift in footfall when campaign ran

19%

Footfall uplift from beginning to the end of the campaign

