

## Don Julio

### Programmatic DOOH campaign combining Dynamic Creative Optimisation and flight data

#### Region

Europe

#### Client

Don Julio

#### Partners

StoreBoost, JCDecaux UK, Global, Talon, PHD

#### THE CHALLENGE

With limited media availability pre-Christmas, Don Julio capitalised on the post-holiday, quieter period to drive product awareness.

#### THE OBJECTIVE

Drive product awareness in Duty Free shopping and maintain a competitive edge.

#### THE SOLUTION

When footfall, measured as high/low in Duty Free stores through StoreBoost sensors, the campaign was activated. Using flight activation data and Dynamic Creative Optimisation (DCO) the ads were optimised in real-time to attract the audience at key moments before departing flights to Ibiza.



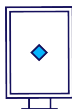
#### Target audience

- Passengers in Heathrow and Gatwick airport travelling from the UK to Ibiza.



#### Inventory

- Digital Airport Panels
- Digital 6s
- Flight information screens



#### Channels activated

- DOOH



viooh.com  
[hello@viooh.com](mailto:hello@viooh.com)



## Campaign results

29.6%

Footfall uplift  
against a  
benchmark of 5%.

78.6%

Sales  
increase year  
on year in  
Heathrow  
Airport.

92%

Positive campaign  
days against a  
benchmark of 60%.



“

StoreBoost helped Don Julio amplify our summer partnership with Pacha with programmatic OOH advertising that fuelled brand and performance metrics to our key audience at just the right time.

**Ben Watt**

Head of Media and Digital for Diageo  
Global Travel

