VIOOH Programmatic showcase

Michael Kors

Multi-country programmatic DOOH campaign

Region
EMEA

Client
Michael Kors

Partners
JCDecaux, StoreBoost, Clear Channel, FRAMEN

THE CHALLENGE
Michael Kors faced the challenge of running a co-coordinated multi-market campaign and standing out against competitors in the busy retail period covering Black Friday, Cyber Monday, Christmas gifting and Boxing Day sales.

THE OBJECTIVE
Drive brand metrics and customer visits in-store to Michael Kors branches.

THE SOLUTION
The campaign used StoreBoost's real-time occupancy data, meaning the campaign was only activated when the mall was busy or the store was quiet. Day-parting was used to only run the campaign during store opening hours. Performance tracking of the campaign was in two phases: pre-Christmas and post-Christmas periods. The campaign ran in Germany, Spain, UK and Italy.
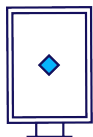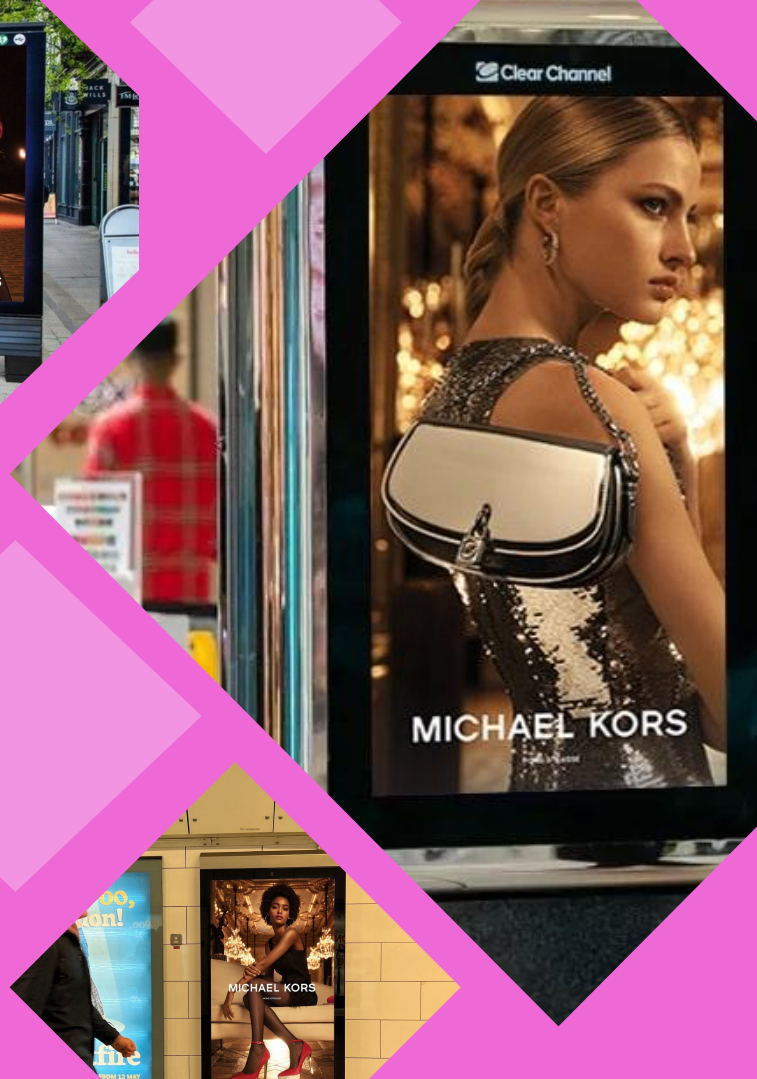
Target audience
– ABC1 Adults
– Luxury lovers

Inventory
– Ran across premium screens in high-traffic mall and urban shopping locations across 7 cities in the UK and Europe.

Channels activated
– prDOOH

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Campaign results

8%
Increase in average footfall to stores throughout the campaign period.

76%
Of the campaign days saw an increase in footfall to stores.

105%
Uplift in shopper purchase intent.