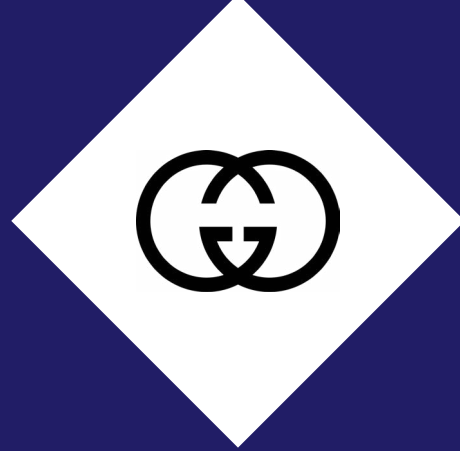





Gucci Cosmos

Challenge:


Gucci aimed to boost foot traffic to its Cosmos exhibition at 180 Studios, the Strand, while concurrently generating interest and action toward the brand, notably to see whether the campaign could also increase visits to Gucci stores across affluent areas of London.






Market

- UK



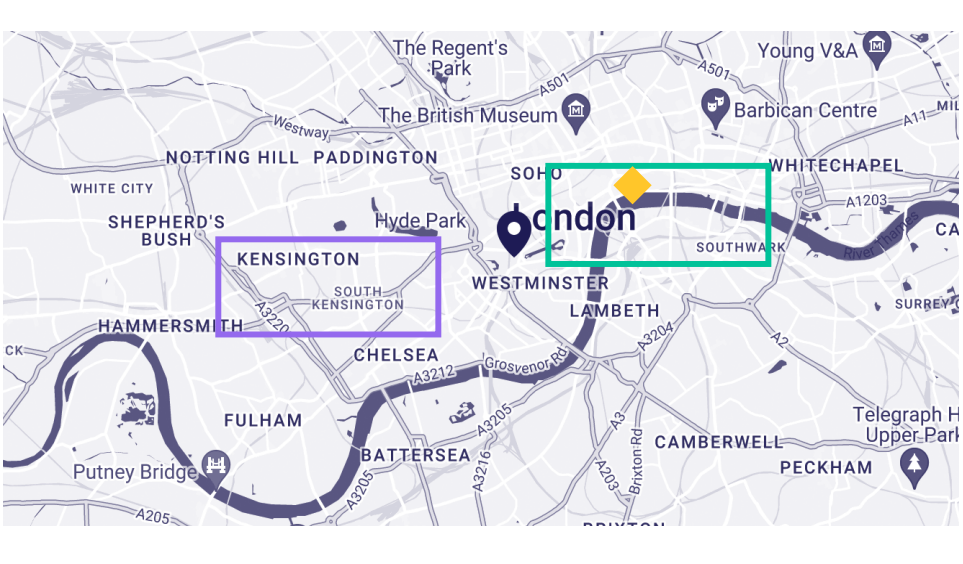
Campaign Dates

- **Phase 1 (Programmatic Guaranteed)**
09/10/23 - 22/10/23 (14 days)
London Affluent Channels Pack, situated in high-income residential areas
- **Phase 2 (Programmatic Non-Guaranteed)**
06/11/23 - 19/11/23 (14 days)
Rail D6s across major Central / West train stations. (Victoria St. / Charing Cross St. / Liverpool Street St. / Euston St. / Kings X / St Pancras)



Target Audience

- Existing and aspirational Gucci customers



***Phase 1: Programmatic Guaranteed**
London Affluent Channels Pack | 76 Frames | Street Furniture

***Phase 2: Programmatic non-Guaranteed:**
Rail Stations (D6s) | 160 Frames | Rail

◆ Exhibition Site

Solution:

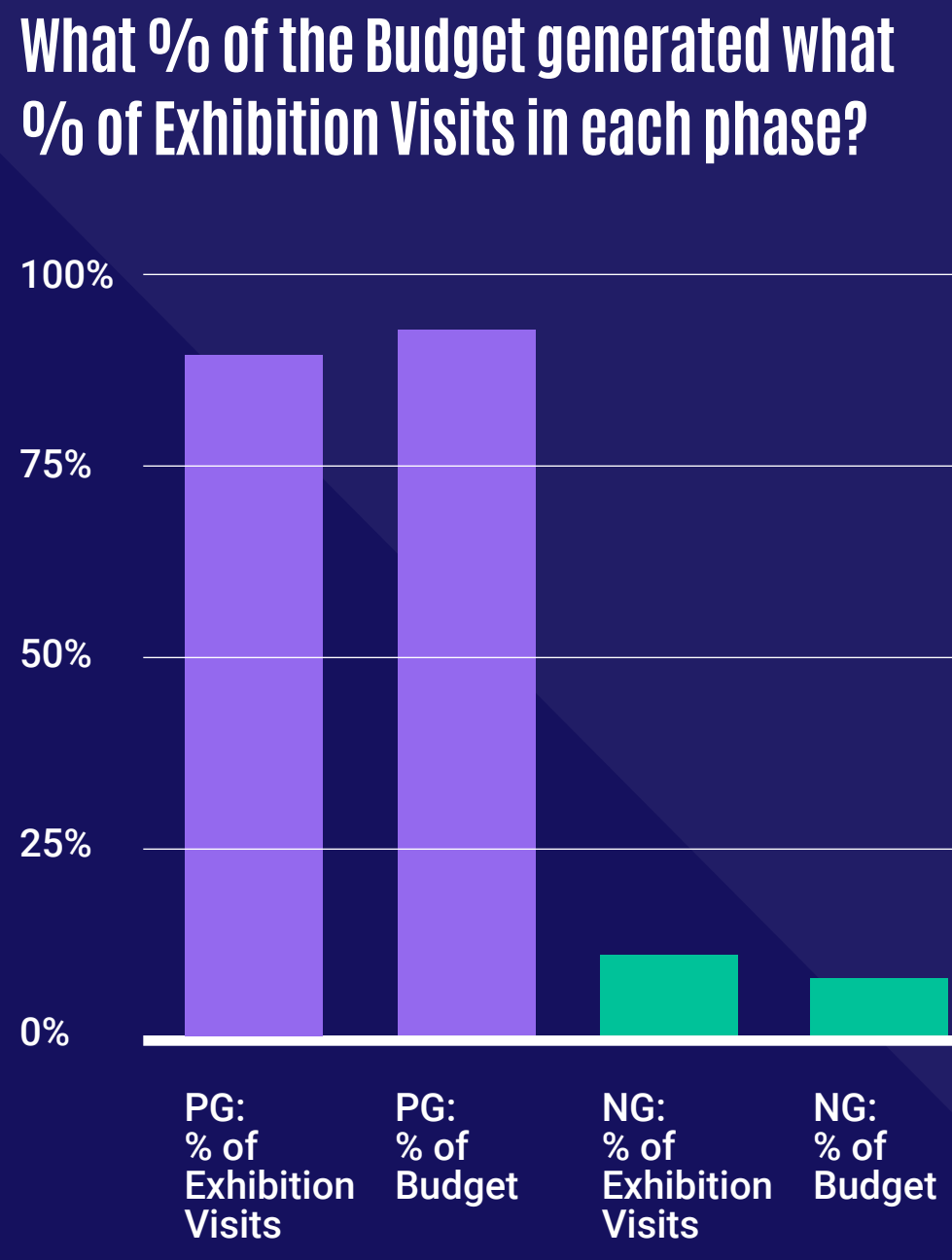
Gucci's solution was a multi-channel campaign which incorporated display, social, print and OOH, including programmatic Digital Out of Home (prDOOH). The prDOOH activation comprised 2 parts - Phase 1 focused on London's Affluent Channels pack, while Phase 2 targeted major rail stations across London.

This strategy had clear benefits. Not only did it allow Gucci to target existing customers, but it also enabled them to reach a different, more aspirational audience, who perhaps didn't live in London nor have the spending power to purchase in Gucci storefront locations, but who still wanted to interact with the brand in some way.

The campaign leveraged a programmatic guaranteed deal (PG) during Phase 1 and non-guaranteed (NG) deal during Phase 2, capitalising on the flexibility and benefits of both deal types.

Results:

In total, prDOOH drove 1,489 visits to the Cosmos exhibition and demonstrated clear strategic success, as shown by the close correlation between the percentage of exhibition visits driven and the budget allocation in each phase of the campaign.



The efficiency with which the strategy drove visits was further underscored by the extended time over which visits were recorded to the exhibition, with visits still being recorded on the exhibition's final days 42 days after the end of the campaign.

Furthermore, a Brand Lift Study provided by JCDecaux revealed significant shift across the funnel:

- ◆ Awareness of Gucci Cosmos increased by **6 points** among ad recallers.
- ◆ **24% of respondents** considering a Gucci purchase were aware of the exhibition, indicating increased purchase consideration.
- ◆ **69% of respondents** would recommend the Gucci brand, highlighting positive brand sentiment post-campaign.

The wider impact of the campaign on the Gucci brand was clear. The campaign's halo effect was evident in the 8,198 visits recorded to Gucci stores across London beyond those of the exhibition.

A simple return-on-ad-spend (ROAS) calculation suggests that if just 1% of the exposed visitors to the 11 Gucci store locations measured spent £1000 GBP in store (the average offline spend in the luxury category), Gucci would have a potential sales uplift of **£81,980**.

Summary:

Gucci's prDOOH campaign effectively drove footfall to its Cosmos exhibition, while generating significant brand lift and driving visits to 11 Gucci stores across London. The close correlation between budget allocation and exhibit visits to each phase of the Campaign clearly demonstrates the campaign's successful strategic planning and execution.

Furthermore, by leveraging a two-phase strategy with a mix of programmatic guaranteed and non-guaranteed activations, Gucci achieved remarkable results and established a blueprint for future campaigns targeting both affluent and aspirational customers.