

Industry Case Study

Pandora Jewellers **DOOH Partner, Outfront Media**

OUTFRONT media **PANDORA™**

Campaign Objective:

Drive traffic to Pandora Jewellers, in four mall locations, by promoting free ornament with purchase of \$125 or more.

Proposed Solution:

OOH & MOBILE: Location-based mobile reinforces an advertiser's OOH message, seamlessly bridging the gap between the physical and virtual world. This amplifies campaign reach and provides additional insights and measurement.

- Campaign Flight: Nov. 16, 2015– Jan. 10, 2016 (12 weeks)
- Media buy: 9 billboards in Miami
- Geofence: 5 mile radius around OOH assets

Results:

- SAR was optimized for, with 15.4% of consumers completing a second action, a 135% lift from the benchmark.
- Attribute Pandora's huge lift in SAR to a combination of OOH priming, contextual relevance of the holiday season, and the featured promotion.
- Pandora secured 1,134 consumer engagements (directions, clicks to call, Facebook follows, clicks to the website).
- After campaign completion, Pandora renewed the contract, allocating additional budget to both OOH and mobile.

