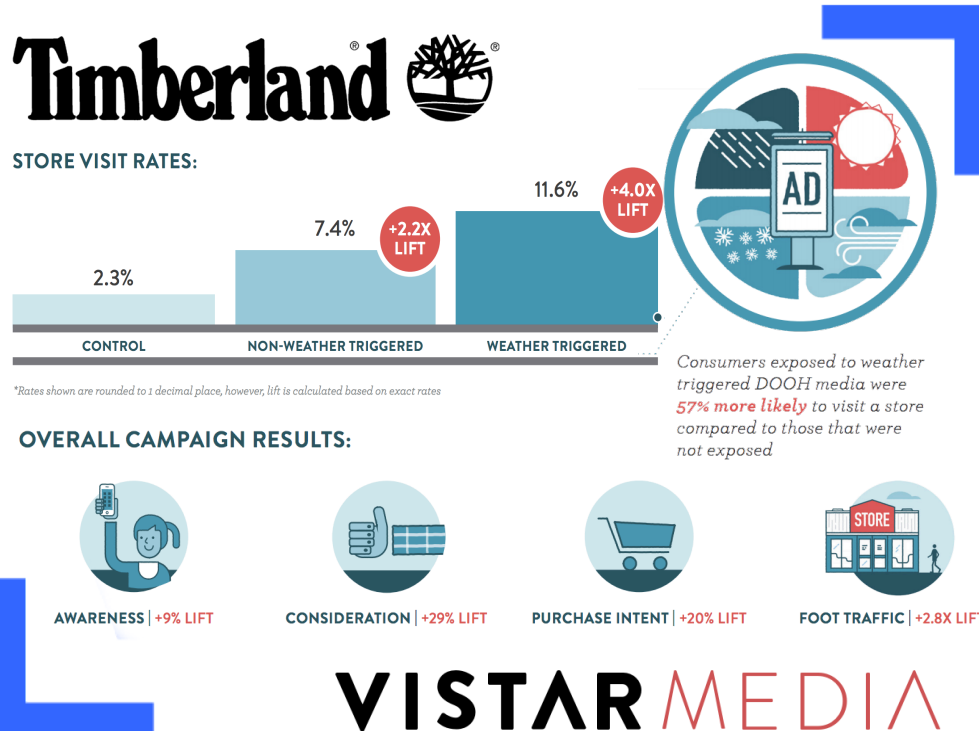


Industry Case Study

Timberland **DOOH Partner, Vistar Media**



Campaign Objective:

Help Timberland define and claim “the modern trail” among outdoor lifestylers and drive feet to stores.

Proposed Solution:

- Create a custom outdoor lifestyler audience leveraging Vistar’s access to passive geo-location data: devices that visit outdoor recreations areas, trendy restaurants, & similar retailers in major cities.
- Vistar Media partnered with The Weather Company leveraging WEATHERfx’s ability to identify weather conditions that can impact a consumer’s action.
- Activated DOOH media against the custom outdoor lifestyler audience based on where these consumers are most likely to be throughout the day and weather-specific creatives based on weather conditions.

Key Takeaways:

- Weather triggered targeting successfully assisted in driving consumers to the retailer’s stores after exposure to rainy and snowy creatives when weather conditions were met.
- Overall campaign drove a **2.8X** lift in propensity to visit stores against the control group during the flight of the campaign.
- Consumers exposed to weather triggered creative were **57%** more likely to visit the retailer’s store than those exposed to “always on” creative.