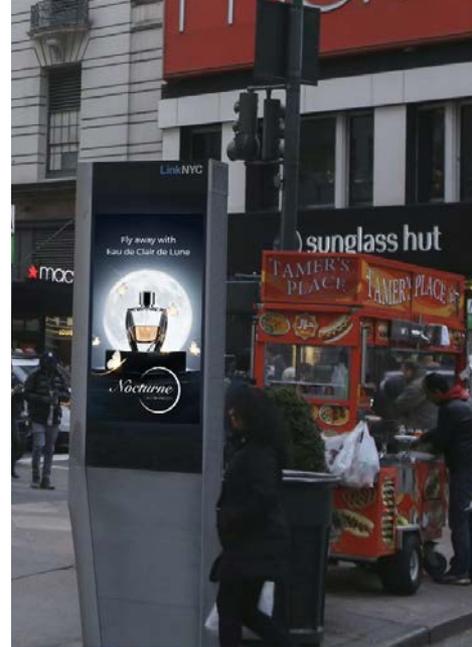


Case Study

Luxury Beauty - Fragrance Launch

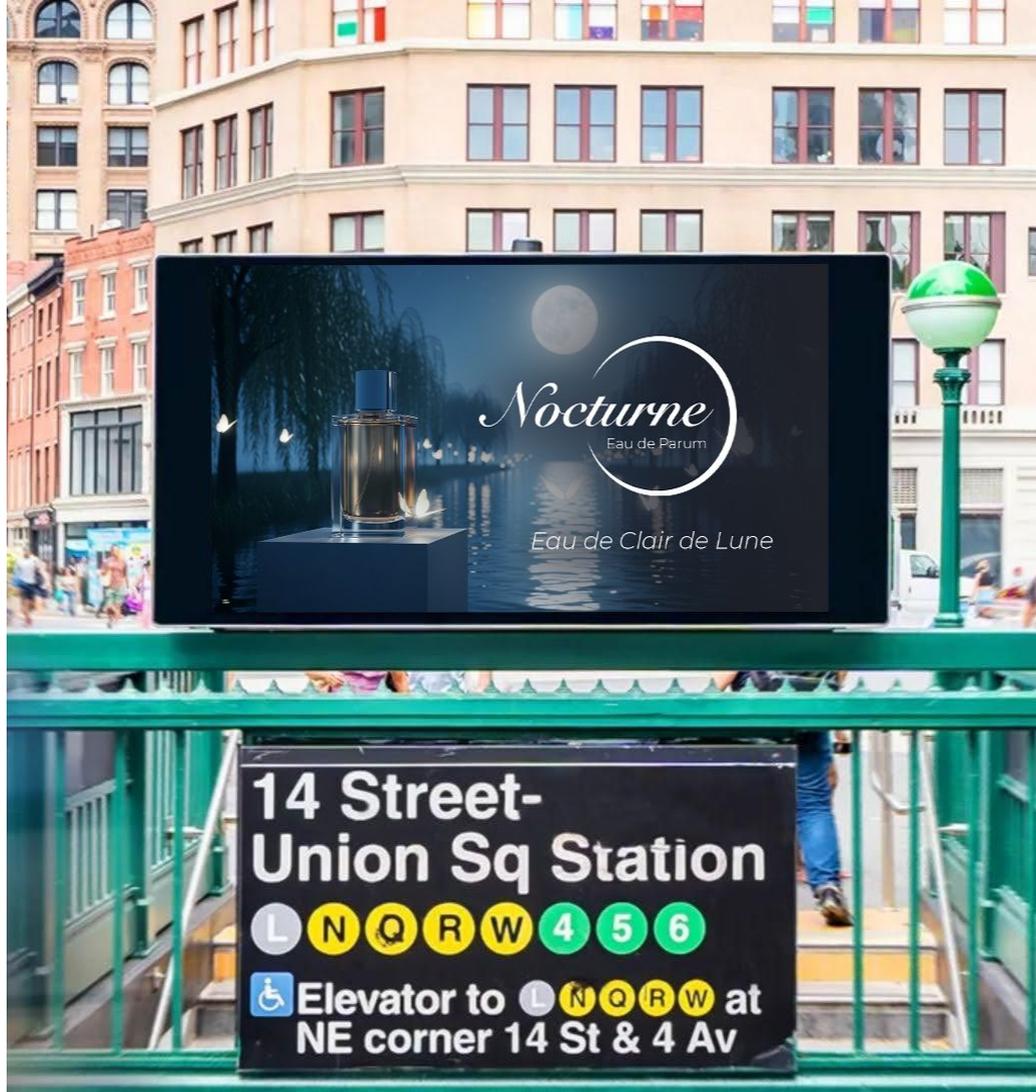


Objective

A luxury beauty brand wanted to drive awareness among consumers of their new fragrance during the holiday season.

Place Exchange was tapped to programmatically deliver ads on a mix of prominently positioned outdoor and place-based DOOH displays across several urban markets to reach shoppers near Macy's, Sephora and Ulta storefronts, where the fragrance could be purchased.

The brand wanted to see a demonstrated brand lift as a result of the campaign.



Campaign Goals & Metrics Summary

Goals

- Reach consumers in specified markets using a variety of premium DOOH formats in and around major shopping malls
- Demonstrate brand lift for the DOOH campaign

Success Metrics

- Maximize impressions delivered within the target markets
- Brand lift study metrics:
 - Purchase intent
 - Brand perception
 - Brand consideration

Methodology

- Select inventory against target audiences in the specified markets
- Utilize Place Exchange to seamlessly activate the DOOH campaign programmatically across multiple premium DOOH media owners

Audience Targeting

Place Exchange identified DOOH displays in the target markets and programmatically delivered the creatives across a range of venue types.

Map displays a sample of Place Exchange inventory around malls in Queens and Garden City.

Publishers

Intersection LinkNYC



Simon



Macerich



Outfront



Screenverse



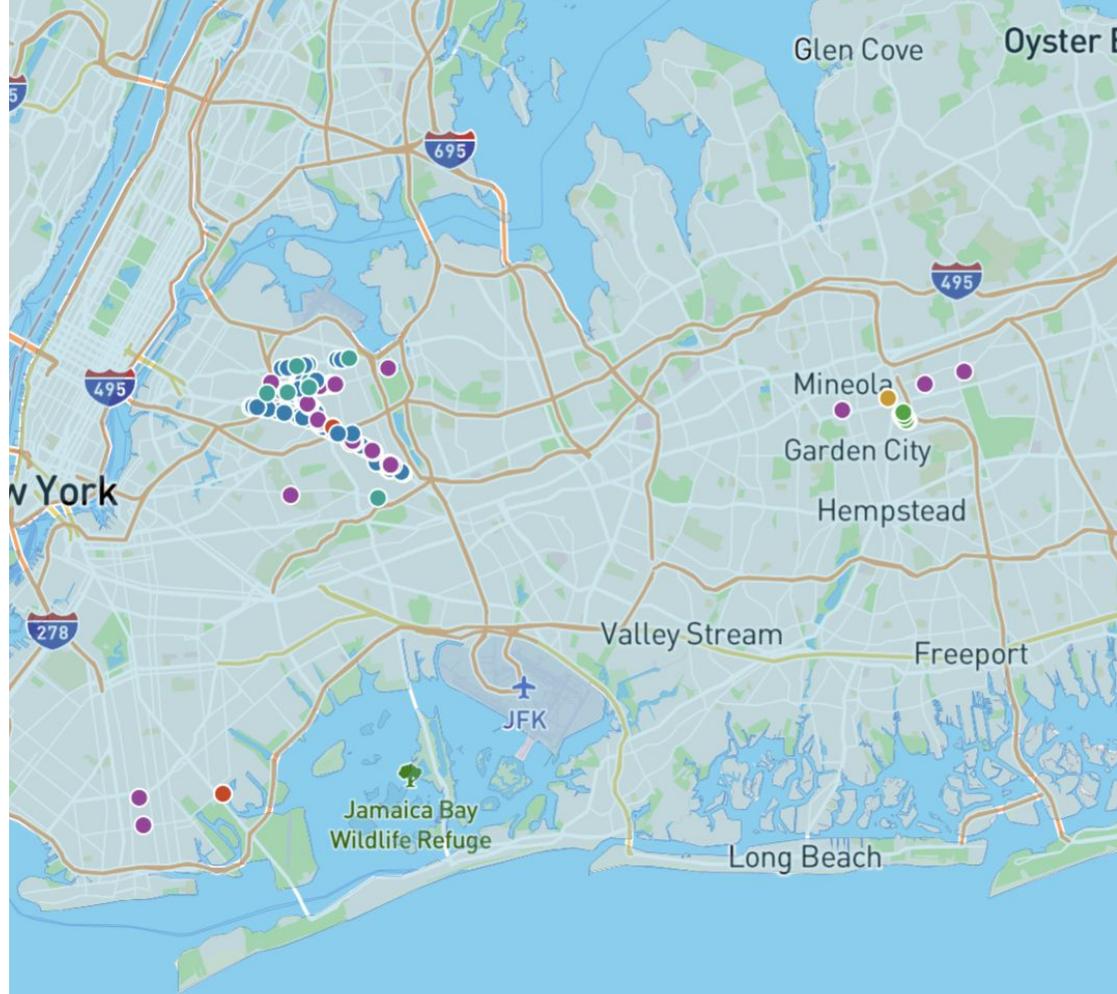
Brookfield



Atmosphere TV



Intersection Cities and Transit

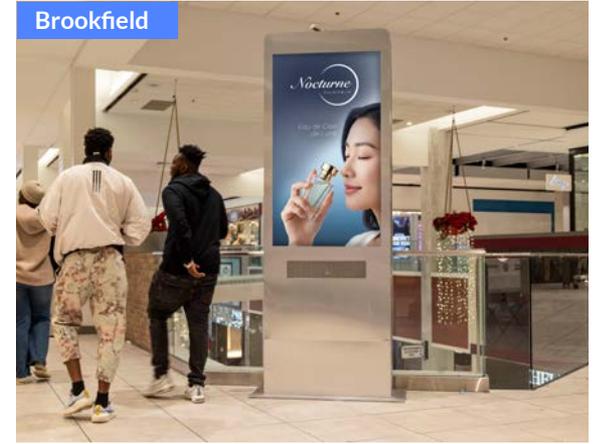


The campaign ran on high-impact screens within a 2-mile radius of major shopping malls.

Simon



Brookfield



Volta



OUTFRONT



Intersection - LinkNYC



Campaign Results

Overview of month-long flight :

30 million

total impressions delivered by
Place Exchange to consumers in
target markets

Brand study results, demonstrate brand lift across
recorded metrics:

Measured by **iOOH™** 
by **mmar**

21% increase in purchase intent

16% increase in brand perception

11% increase in brand consideration

Unlock the real power of OOH

sales@placeexchange.com

