

Case Study

Ralph Lauren Holiday

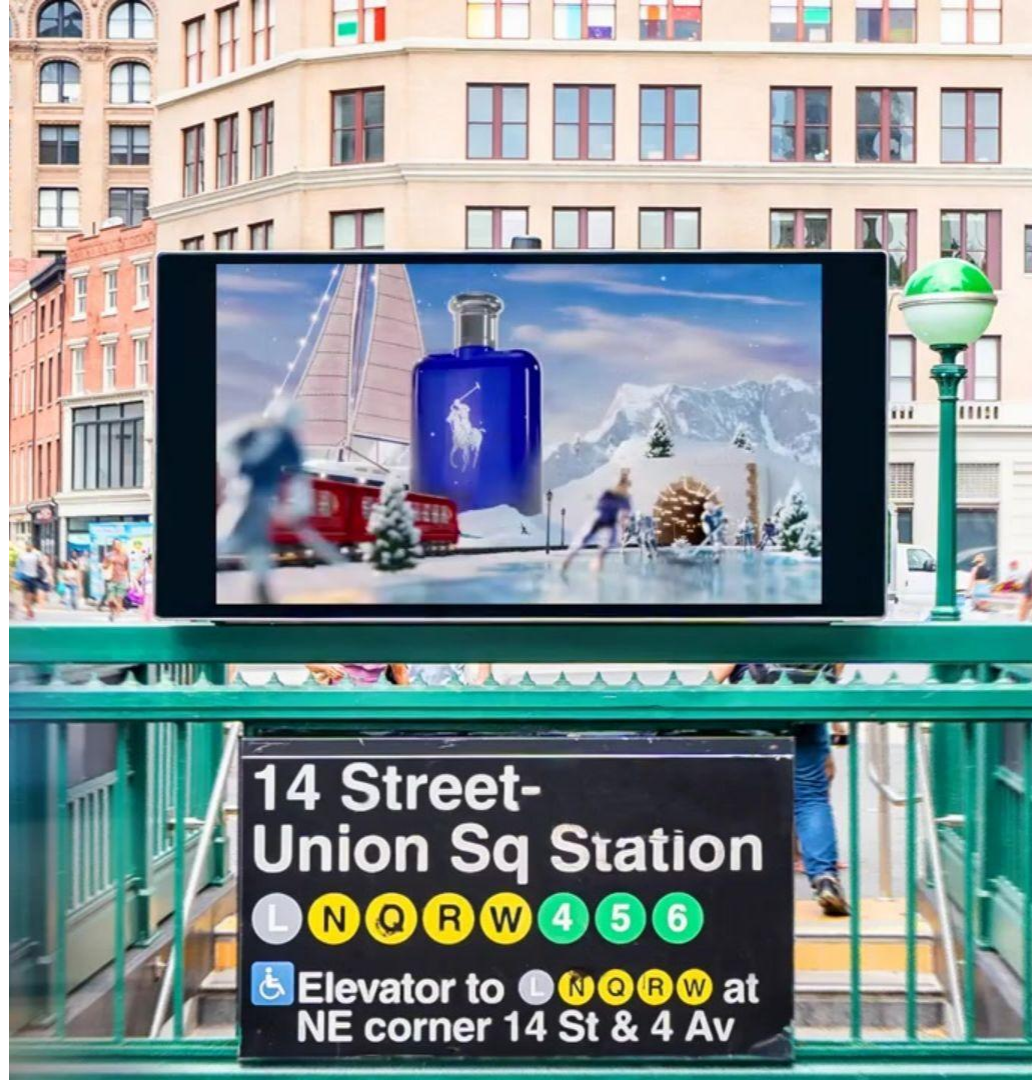


Objective

Ralph Lauren, a L'Oreal brand, wanted to drive awareness among consumers of their new Polo 67 fragrance during the 2024 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.

L'Oreal wanted to see a demonstrated brand lift as a result of the campaign.



Campaign Goals & Metrics Summary

Goals	Success Metrics	Methodology
<ul style="list-style-type: none">● Reach consumers in specified markets using a variety of premium DOOH formats in and around major shopping malls● Demonstrate brand lift for the Ralph Lauren DOOH campaign	<ul style="list-style-type: none">● Maximize impressions delivered within the target markets● iOOH MFour brand lift study metrics:<ul style="list-style-type: none">○ Brand favorability○ Brand lift○ Brand consideration	<ul style="list-style-type: none">● 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 Ralph Lauren creatives across a range of venue types.

Map displays a sample of Place Exchange inventory in the Queens and Long Island Area.

Publishers

Intersection LinkNYC	●
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Simon	●
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Volta	●
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Macerich	●
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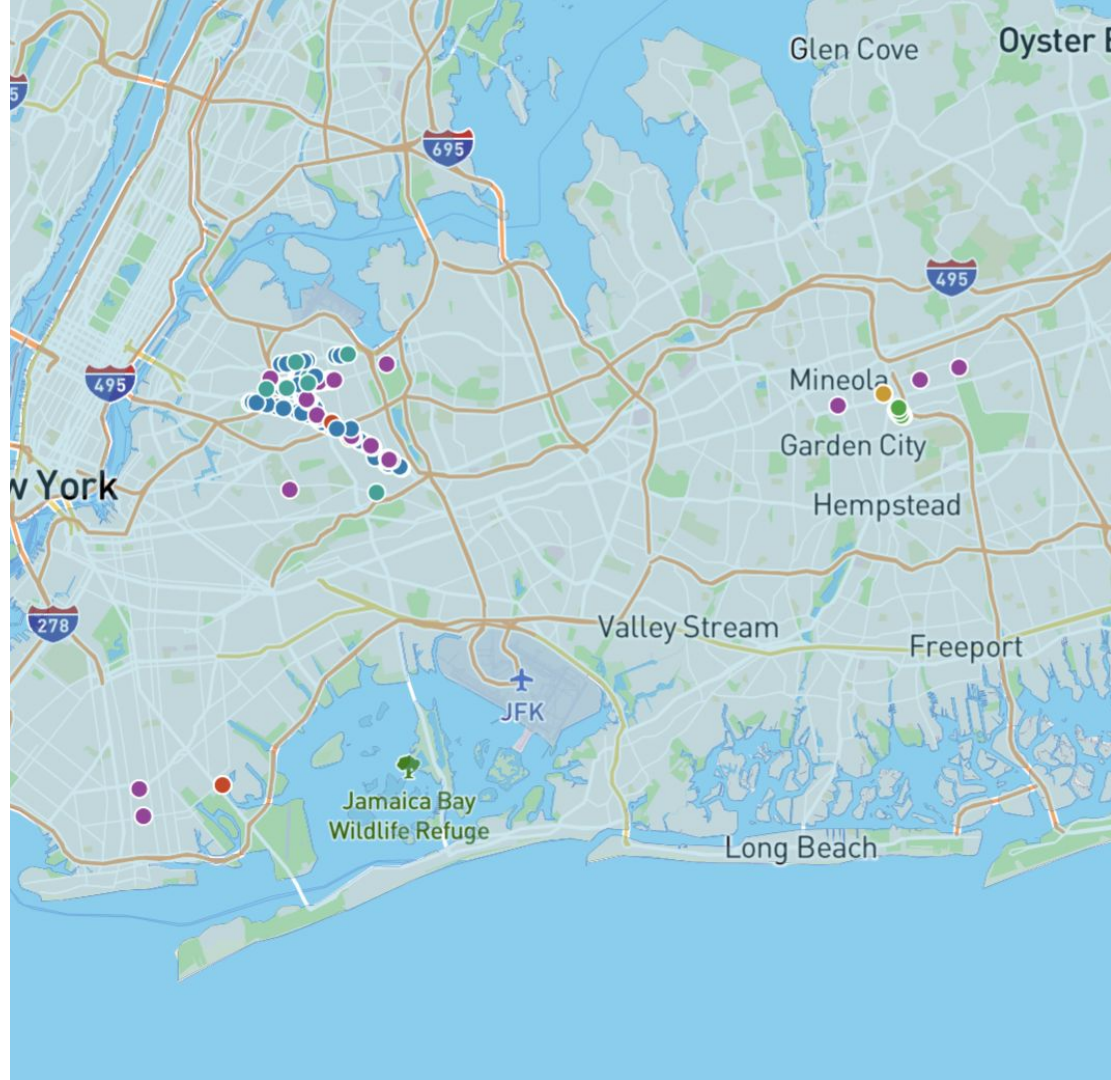
Outfront	●
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Screenverse	●
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Brookfield	●
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Atmosphere TV	●
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Intersection Cities and Transit	●
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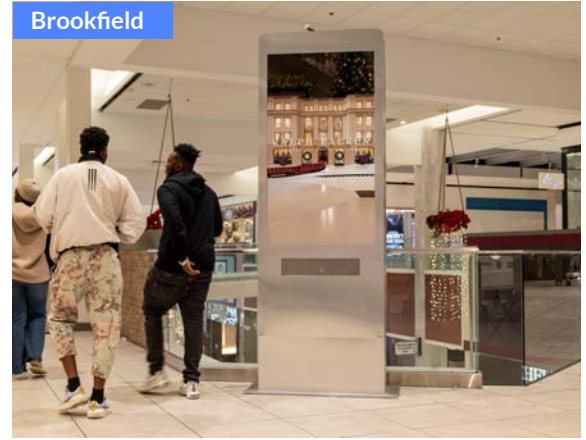


The campaign ran on high-impact screens within a 2-mile radius of major shopping malls.

Simon



Brookfield



Volta



OUTFRONT



Intersection - LinkNYC



Campaign Results

Overview of month-long flight :

30 million

total impressions delivered by
Place Exchange to consumers in
specified markets

Brand study results, demonstrate brand lift across
recorded metrics:

Measured by iOOH™ 
by 

21% increase in purchase intent

16% increase in brand perception

11% increase in brand consideration

Unlock the real power of OOH

sales@placeexchange.com

