

Case Study

Place Exchange unlocks global media collaboration for hyper-targeted DOOH campaign



Objective

A leading British fitness apparel and accessories manufacturer and retailer wanted to promote an upcoming fitness event at The Barker Hangar in Santa Monica, Los Angeles.

The fitness brand's LA-based media agency collaborated with the Place Exchange (PX) EMEA team to identify strategic DOOH screens in the US market, using Place Exchange's Global Planning Tool. The plan included screens in gyms, transit hubs, and other place-based venues located within a five-mile radius of the event. Place Exchange built custom geofences around The Barker Hangar in Santa Monica, LA to precisely target consumers who have a high affinity for fitness.



Campaign Goals & Metrics Summary

Goals	Success Metrics	Methodology
<ul style="list-style-type: none">• Reach fitness-focused communities using a range of premium DOOH formats leading up to the fitness brand's event in LA• Drive awareness around the fitness brand	<ul style="list-style-type: none">• Maximize impressions in the target location and ensure the delivery of all planned impressions leading up to the fitness companies event	<ul style="list-style-type: none">• Select the relevant US inventory on Place Exchange within a 5-mile radius of the fitness event location• Utilize the PX Global Planning Tool to plan and activate a DOOH campaign on preferred DSP, targeting eight media owners in Santa Monica

Hyper-Local Targeting

The fitness brand provided the event's location, and Place Exchange mapped and delivered ads across available outdoor, transit, and place-based inventory within the targeted regions.

Map shows Place Exchange inventory within a five-mile radius of The Barker Hangar in Santa Monica

Publishers

Captive



Loop Media



Volta



Screenverse



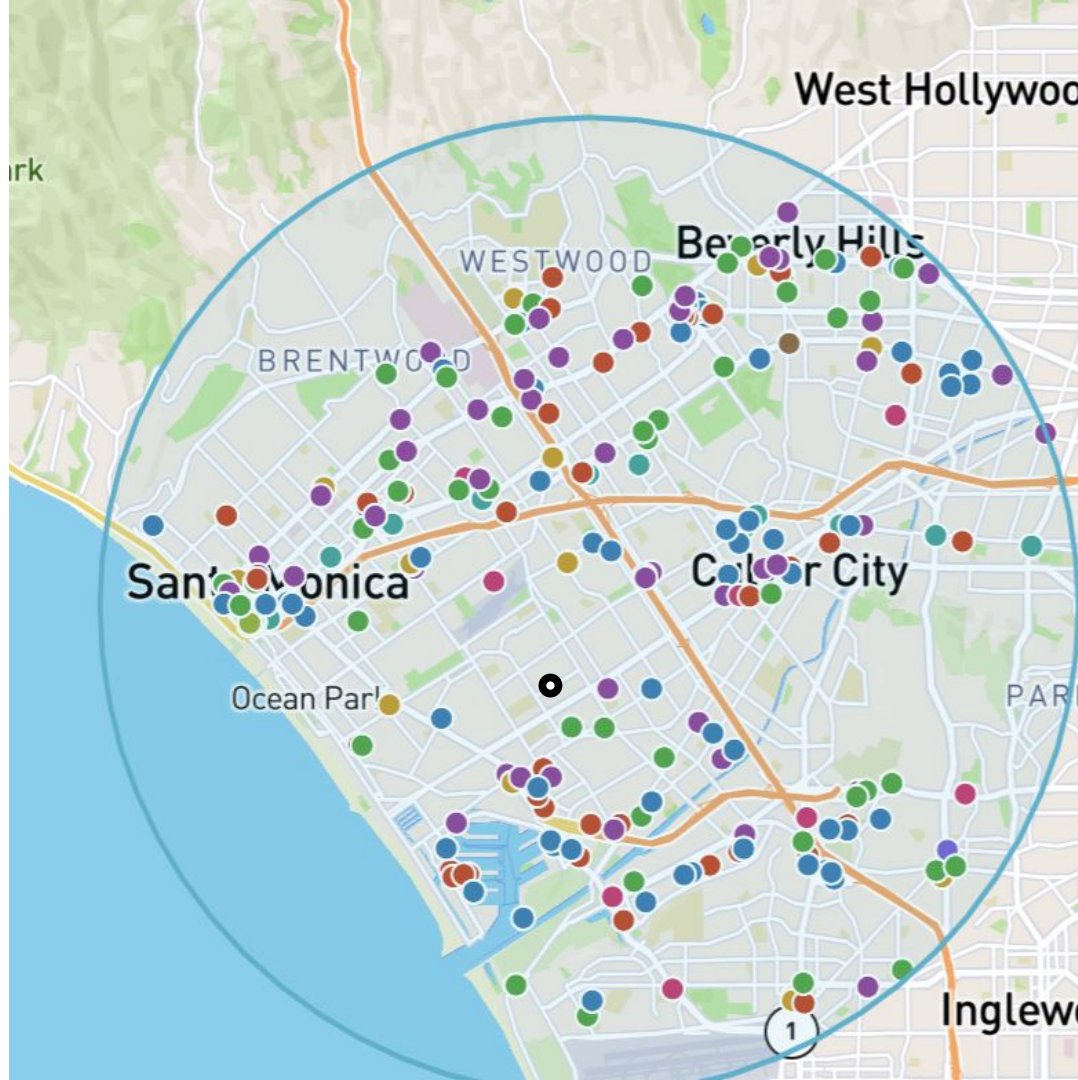
Intersection



Zoom Media GymTV



The Barker Hangar in Santa Monica

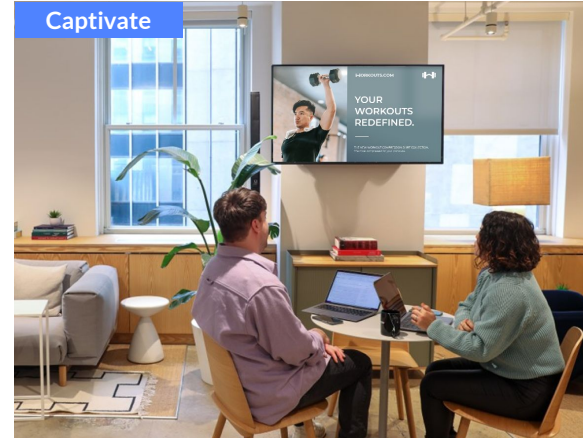


The campaign ran across multiple venue types including gyms, offices, retail environments, urban panels, transit hubs, and more.

Zoom GymTV



Captivate



Lightbox



Volta



Intersection



Key Results

Overview of 1 month flight leading up to event:

8 million

total impressions delivered by
Place Exchange

286

unique high-impact screens
displayed the brand creative

Through seamless global collaboration with fitness brand's UK headquarters and LA-based media agency, and by leveraging the PX Global Planning Tool, the Place Exchange EMEA team successfully executed a hyper-targeted US-based campaign from the UK.



Unlock the real power of OOH

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