

GYMSHARK

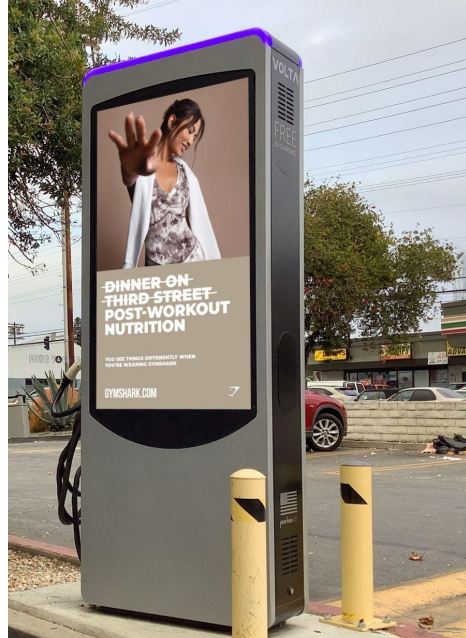
m/SIX



PLACE EXCHANGE

# Case Study

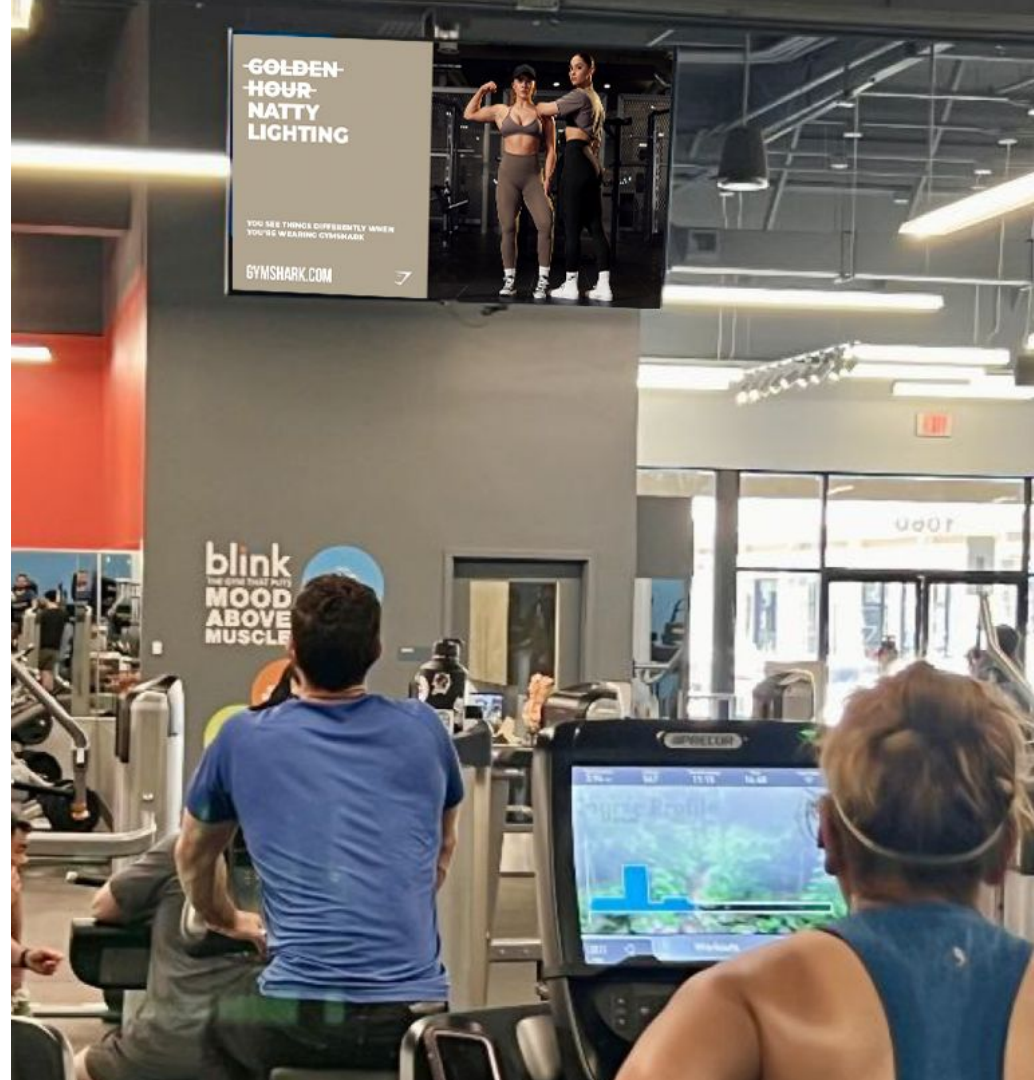
Place Exchange unlocks global media collaboration for hyper-targeted DOOH campaign



# Objective

Gymshark, a leading British fitness apparel and accessories manufacturer and retailer wanted to promote an upcoming Gymshark “LiftLA Event” at The Barker Hangar in Santa Monica, Los Angeles.

Gymshark’s LA-based media agency, mSix, 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"><li>• Reach fitness-focused communities using a range of premium DOOH formats leading up to the Gymshark event in LA</li><li>• Drive awareness around the Gymshark brand</li></ul>	<ul style="list-style-type: none"><li>• Maximize impressions in the target location and ensure the delivery of all planned impressions leading up to the Gymshark event</li></ul>	<ul style="list-style-type: none"><li>• Select the relevant US inventory on Place Exchange within a 5-mile radius of the Gymshark event location</li><li>• Utilize the PX Global Planning Tool to plan and activate a DOOH campaign on The Trade Desk, targeting eight media owners in Santa Monica</li></ul>

# Hyper-Local Targeting

Gymshark 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



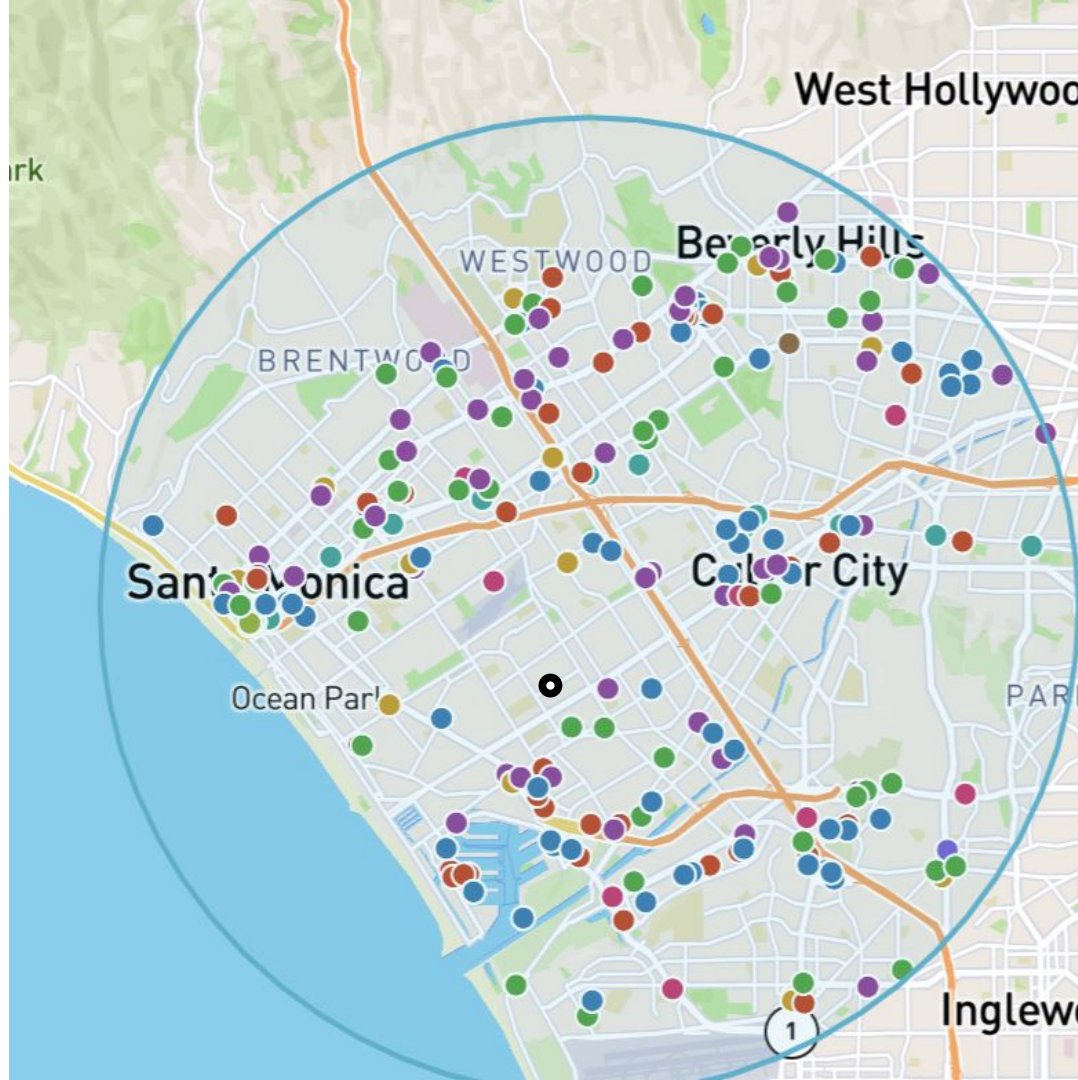
Intersection



Zoom Media GymTV



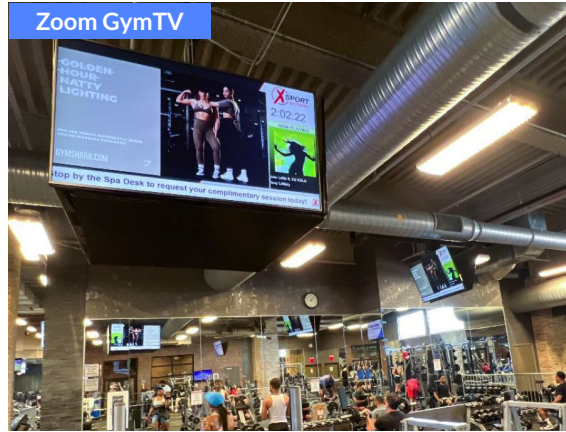
POI: The Barker Hangar in Santa Monica



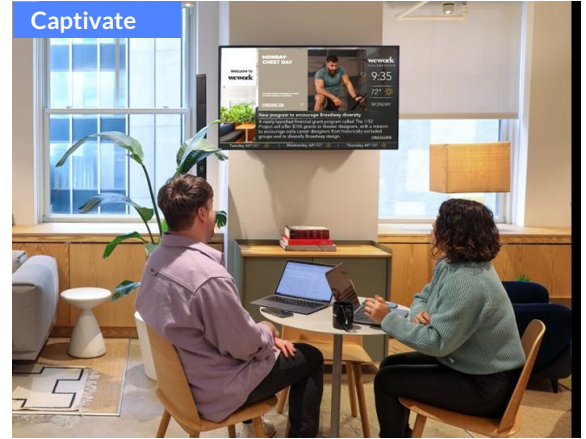


The campaign ran across multiple venue types including gyms, offices, retail environments, urban panels, transit hubs, and more.

Zoom GymTV



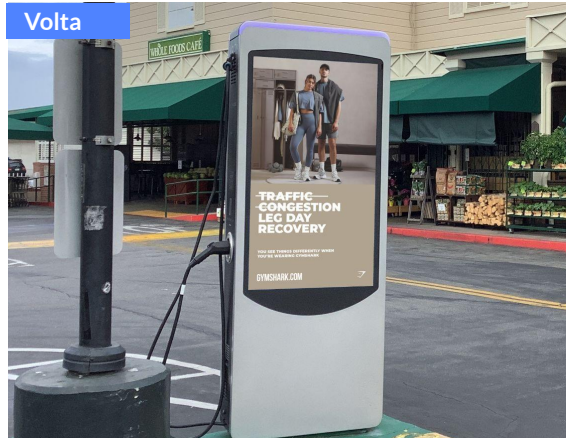
Captivate



Lightbox



Volta



Intersection



# Key Results

Overview of 1 month flight leading up to “LiftLA”:

**8** million

total impressions delivered by  
Place Exchange

**286**

unique high-impact screens  
displayed the brand creative

Through seamless global collaboration with Gymshark's UK headquarters and mSix in LA, 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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