

Pandora Jeweler

Problem

How does a company that is a veteran of OOH find additional ways to drive its brand?

Solution

Pair OOH billboards with mobile digital and geofencing in order to increase brand awareness.

Background

Pandora has been running an OOH campaign for years and was a great partner. The team first wanted to find an additional way to get impressions and drive the brand using mobile digital.

Objective

The objective was to marry the OOH billboards with the mobile digital and to geofence all their billboards, as well as the Malls where the stores were located.

Strategy

The strategy was to increase impressions and drive traffic to the four different stores, promoting the Pandora brand.

Plan Details

Markets: Miami

Flight Dates: November 2014 - January 2016

OOH Formats Used: Bulletins

Target Audience: General Market / Brand Awareness

Budget: Budget was allocated to help build brand awareness and mirror the billboards to drive traffic to the stores

Results

15.5 % SAR, 413% Above Benchmark.

Testimonials

Pandora Jeweler really liked the campaign and had great success.

Additional Information

Geo Fenced 9 billboards and 4 malls with 5 mile radius.

