

Degree, Unilever

Background

Degree believes in the power of movement to transform people's lives.

During a time when many parts of the country were still under COVID advisories and movement restrictions, 38% of Americans were getting less exercise compared to the beginning of the pandemic. Recognizing the links between physical and mental health, the brand decided to run a campaign designed to inspire people to move more with confidence—starting with taking the first step.

One of the challenges of reaching consumers during the pandemic was decreased exposure to OOH advertising since many people were spending more time at home.

However, data from July 2020 to July 2021 found that 9 out of 10 grocery store, pharmacy, and big box store shoppers viewed OOH advertising. This was an increase from the prior period, May to July 2020, which showed that 8 out of 10 grocery store shoppers viewed OOH advertising previously.

This insight revealed that, even during the pandemic, people were still leaving their homes—making OOH advertising an effective way to reach shoppers while en route to the store. The brand took advantage of this opportunity to stay top of mind with shoppers on their path to purchase.



Objective

The brand's "Keep Moving" campaign encouraged people to stay active during the pandemic despite restrictions that closed gyms and disrupted typical exercise routines. They used digital out of home (DOOH) to leverage consumers' proximity to specific retailer locations and drive attributable sales lift.

Through national contextual buys, the brand targeted deodorant category buyers with colorful, inspirational creative that featured action-oriented reminders—nudging consumers to "Keep Moving" with easy exercise prompts like lunges or jumping jacks. The "Keep Moving" messaging was integrated into everyday moments—leaving inspirational and accessible reminders for everyone, everywhere.

The "Keep Moving" campaign targeted deodorant category buyers of ages 25–54, within 5 miles of Target and Walmart stores nationally.

Strategy

The increase in DOOH screens along each step of a consumer's journey has enabled digital shoppable moments to bridge into the physical world—from en route to in-store and up until the physical point of purchase. This campaign demonstrates the huge opportunity for brands now that marketers can target specific audiences and measure DOOH campaign results through a combination of location intelligence and purchase data.

Programmatic DOOH capabilities enabled the brand to rapidly optimize the live campaign and precisely target audiences as conditions shifted across different markets in near-real-time—all while measuring return on ad spend (ROAS) and attributable sales lift for both existing and new buyers. During the pandemic, if stay-at-home orders were initiated or lifted in certain markets but not others, the team had the ability to quickly pivot as needed—ramping creative up or down based on individual market conditions.

In the past, DOOH has traditionally been leveraged purely for brand awareness. The programmatic strategy provided the brand with the ability to drive meaningful connections in the physical world—unlocking new ways of using data to reach consumers when and where it matters most.

Plan Details

Market: 49 States Nationally

Flight Dates: September 23rd, 2020–November 15th, 2020

OOH Format: Programmatic - Billboards

Additional Media Formats Used: Programmatic - Grocery, Gas Station, Street Furniture, Transit

Target Audience: A25-54, deodorant category buyers

Budget: >\$1MM

Results

By targeting deodorant category buyers in multiple DOOH formats (billboards, grocery stores, gas stations, street furniture and transit screens) within 5 miles of Target and Walmart stores nationally, the campaign successfully drove \$4.7M in attributable sales—resulting in a ROAS of \$6.77 and over 86M impressions. The campaign successfully drove trial, with 11% of brand attributable sales from net new buyers.

In post-campaign analysis, the campaign also inspired more than 4 in 5 people surveyed to move more, especially males and brand purchasers. Feeling inspired, exposed respondents also endorsed the brand as a brand with purpose.

This ability to prove attribution through measurable campaign results opens the use of DOOH to brands and budgets that historically haven't leveraged this channel. It also enables a broadened national usage of DOOH since the use of purchase data unlocks impactful audience targeting. The result is an end-to-end, audience-based solution that allows brands to connect with consumers when and where it matters most.

More importantly, the "Keep Moving" campaign represents the first national programmatic campaign for its parent company, Unilever, and the biggest in their category. Its resounding success not only produced outstanding results but also established a framework for the global CPG giant to launch and optimize scalable national OOH campaigns across markets of all sizes rather than being restricted to top-ranked DMAs.

Additional Information

Sizzle Reel: <https://quotienttechnology.box.com/s/vgbyddxa49ov2lk3dsifmbnqn182h3bo>

In-Market Photos



Contextually relevant DOOH placements encouraged viewers to "keep moving"

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