

Target

Background

Retail giant Target, alongside agencies Kinetic and Essence, needed a partner that could help them drive store visitation to its remodeled locations. This was a challenge because Target needed a way to best inform consumers that the stores were now open following remodeling and also update them if/when the remodeling schedules shifted. Using out-of-home (OOH) media, this traditionally required multiple, different creatives that would run at specific locations and specific times. In order to activate this seamlessly and at scale, Target needed a partner who could strategize and execute an extremely granular, detailed campaign and budget management system that didn't involve massive campaign overhead requirements.

Furthermore, Target was challenged with wanting to achieve mass reach with the campaign, while still remaining relevant to each individual remodeled location. Target needed to saturate particular areas with awareness and, at the same time, streamline operations across the 65 different markets.

Objective

Target partnered with Vistar Media to execute a programmatic OOH campaign that would drive foot traffic to its remodeled store locations through a cutting-edge and entirely flexible multi-month activation.

Strategy

Target executed a data-driven, strategically targeted programmatic OOH campaign with Vistar Media to drive foot traffic to its remodeled store locations in 65 different cities. To inform what venue types and screens should be utilized in the campaign, Vistar set a 3-mile radius proximity targeting strategy around renovated Target locations, enabling the brand to reach consumers at key touch points throughout their day.

Specifically, Target leveraged Vistar's platform to seamlessly activate the campaign media across a mix of indoor and outdoor digital out-of-home (DOOH) venue types, including billboards, gyms, gas stations, salons, college/universities, urban panels, bus shelters, casual dining, taxi/rideshare tops and office buildings.

Target ran specific store remodel messaging within close proximity to each store location, enhancing the relevance of the campaign to each neighborhood. The creative strategy was custom yet entirely flexible because, due to the agility of programmatic OOH, Target could make changes to the 5 1/2 month campaign in real-time as plans or conditions for the remodeling for any given store shifted. Furthermore, with the Vistar DSP's sophisticated creative support, limited creative specs were required — creating seamless, accurate display across different OOH venue types.

The success of this campaign is a direct result of the advanced targeting capabilities and agile nature of programmatic OOH, as Vistar's solutions enabled Target to readily reach consumers at important moments throughout their day across 65 cities and 22 states nationwide.



Plan Details

Markets: The campaign ran across 22 different US states, including the following markets and more: Baltimore, Boston, Chicago, Columbus, Kansas City, Los Angeles, Miami, Minneapolis-St. Paul-Bloomington, New Orleans, New York, Philadelphia, Sacramento, San Diego, San Francisco, St. Louis, Washington

Flight Dates: 8/15/21-1/29/22

OOH Formats Used: A mix of indoor and outdoor DOOH venue types: billboards, gyms, gas stations, salons, college/universities, urban panels, bus shelters, casual dining, taxi/rideshare tops and office buildings.

Budget: \$1.2M+



Results

Measuring the effectiveness of DOOH in driving foot traffic to store locations based on verified exposures from Foursquare's attribution solution, the campaign generated more than 72 million impressions and drove 533,000 store visits during a four day look back window. This led to an impressive 6.51% lift in store visitation, compared with non-exposed consumers.

Vistar also provided key insights to help inform future campaign strategies for Target and relevant audience targeting. Specifically, Vistar found that its campaign for Target drove lift in visits among consumers who have not previously been Target customers, proving the effectiveness of using highly targeted OOH to acquire new customers. Of those who visited the remodeled Target locations after campaign exposure, 19.2% visited within 1 day, 31.6% visited within 2 days, 31.1% visited within 3 days and 18.1% visited within 4 days.

Adults ages 55+, women and consumers with a college education were more likely to visit the Target remodeled stores after exposure. Furthermore, Florida experienced the greatest lift in visitation after exposure, followed by D.C., Illinois, Colorado, North Carolina, New York, and California.

Additional Information

Vistar's measurement solutions are powered by our proprietary technology and best-in-class exposure methodology. Defining an exposed audience requires knowing precisely when and where an ad is displayed as well as who is in the vicinity and able to see the ad. Vistar takes several factors into account when determining exposure for impression measurement, such as ad log timestamps, device location, venue type and screen location. We, alongside our trusted industry partners, can then analyze the behaviors of this exposed audience to understand campaign impact on real-world actions.

Vistar is always focused on setting brands up for success when it comes to our measurement solutions:

Our studies are conducted through trusted research partners, rather than grading our own homework.

Studies involve consumers who have opted in to have their locations passively tracked — we don't sidestep privacy concerns.

Our solutions compare control versus exposed groups — we don't form insights without a baseline.

We require there to be enough scale to ensure feasibility and measure real results — we do not conduct measurement with minimal participants in both exposed and control groups.

Audience Metrics

Target Audience: Shoppers living in close proximity to remodeled store locations

Store Visitation Impact: 6.51% lift in store visitation