



OOH Case Study

Kylie Skin

Problem

How does Kylie Jenner further stretch her wide reaching brand ahead of the release of Kylie Skin?

Solution

By leveraging the flexibility of programmatic to employ a national out of home campaign.



Background

Kylie Jenner wanted to extend her social media reach and launch a massive national out of home awareness campaign to coincide with the release of her new skincare line, Kylie Skin.

Objective

The programmatic out of home Kylie Skin campaign simultaneously targeted 4,300+ U.S. roadside digital billboards and 1,500+ digital video screens in 200+ shopping malls. This was believed to be the largest single national programmatic digital billboard campaign to ever, reaching audiences in over 1,100 U.S. cities, including prominent areas such as Times Square and Las Vegas Boulevard.

Strategy

Kylie's team first used online planning tools to target markets, individual billboards and shopping mall locations. Once set, the programmatic buying platform was used to deliver ads on the morning of the product launch on www.kylieskin.com. The initial wave of creative included messaging for the online products launch and time. Once the products launched, the creative all swapped to say "Available Now". A custom trigger was created that was tied to the third creative, "Sold out". The products ended up selling out later that day.

Plan Details

Markets: 1,100 cities across the U.S.

Flight Date: May 22, 2019

OOH Formats Used: Digital Billboards, Times Square Spectaculars, Shopping Mall Digital Displays

Target Audience: Mass Market Reach

Results

Kylie products sold out the day they launched. The record breaking campaign received national press coverage with features in AdWeek, Marketing Magazine, MediaVillage, among other trade publications, and sites. The campaign also created social media buzz among Kylie Jenner fans, followers, and other social media influencers.



Additional Information

The scale of this campaign was made possible because of programmatic integration with a large number of out of home companies whose screens were reached in the largest programmatic billboard campaign to date. A total of 22 publishers were included. Collectively, this demonstrates that the worlds of social media and out of home can be bridged, when influential people like Kylie Jenner understand the value of out of home. Last-minute out of home campaigns are made possible with programmatic buying platforms, and programmatic buying is available at scale. It has never been a more exciting time to be part of the out of home industry. This is just the beginning of the next generation of out of home advertising.

