



Campaign Summary

UGG, a well-known shoe brand, collaborated with Jellyfish and Vistar Media to generate attention, interest, and purchase intent, for their latest collection suitable for any weather.

STRATEGY

By leveraging Vistar's programmatic technology and Lamar's DOOH inventory, the campaign reached diverse DOOH venues like taxis, urban panels, and billboards. Vistar's partnership with IBM Watson Advertising enabled weather-triggered messaging for targeted DOOH media display during rainy conditions. UGG enhanced the campaign with a series of impactful creatives featuring renowned celebrities. To retarget exposed consumers, UGG employed device ID passback and their omnichannel DSP, DV360, across multiple media channels to re-engage individuals on their path to purchase.

TAKEAWAY

UGG's DOOH campaign effectively used location and weather-based targeting, resulting in increased consumer awareness and purchase intent.

Performance Highlights

APPROACH

- ✓ Weather Triggers
- ✓ Creative Strategy
- ✓ Device ID Passback

CONSUMER JOURNEY



Through the use of Vistar's programmatic technology, the DOOH campaign was seen by their target audience when they were more likely to be in-market for rain products.

