



Campaign Summary

goodr sought to increase brand awareness and drive website visitation for their sunglasses throughout the summer season.

STRATEGY

goodr utilized Lamar's DOOH inventory and programmatic technology for a summer campaign. They applied three distinct creative approaches: leveraging 50 UGC assets for social engagement, using contextual ads for personalized messaging, and employing general branding for broad reach. To measure the impact on website traffic, goodr inserted a tracking pixel on their site, allowing a third-party measurement company to assess the DOOH campaign's effectiveness in bridging the physical and digital worlds and increasing brand awareness.



TAKEAWAY

By utilizing a variety of creative assets, the goodr summer campaign successfully generated a significant increase in website traffic, showcasing its effectiveness.

Performance Highlights

CREATIVE APPROACH

- 1 General Branding
- 2 goodr Famous UGC
- 3 Contextual

CONSUMER JOURNEY



The campaign seamlessly engaged potential customers across multiple touchpoints in their daily routines, guiding them to the goodr website.

+85% Lift in Website Visitation

