

# Case Study:

## Objective

Now in its third year, REI's #OptOutside initiative highlighted the brand's decision to close all retail locations on Black Friday, pay their 12,000+ employees to spend time outside and encourage the rest of the country to join them in the outdoors. REI sought to grow awareness of #OptOutside among current customers and expand that awareness to new audiences.

## Approach

- Passed first-party customer audience segment to Vistar through mutual partner, LiveRamp, who anonymized the data to protect customer privacy and made it available for safe targeting
- Leveraged Vistar's location data and proprietary geospatial technology to analyze how these customers move throughout the physical world
- Activated cross-screen mobile and DOOH media to reach REI loyalists as well as new customers at places they were most likely to be throughout the day
- Conducted brand studies to measure the impact of cross-screen media exposure on consumer attitudes and behavior toward REI, across new and existing customers
- Measured the initiative's impact on foot traffic

## Key Insight

- Customers exposed to multiple venue types had an even higher lift in brand awareness, and were increasingly likely to visit a store, proving that repeat exposure across different contextual environments was incredibly effective at engaging loyal and new customers.

## Results



**+3.6X LIFT  
STORE VISITS**



**+7% LIFT  
PURCHASE INTENT**



**+9% LIFT  
CONSIDERATION**



**+14% LIFT  
AWARENESS**