

Case Study — Retail



Objective

An optical retailer partnered with Vistar Media to drive foot traffic to its store locations in Victoria, New South Wales, South Australia, Australia Capital Territory, Queensland, Western Australia and Tasmania.

Approach

- Implemented a proximity targeting strategy to activate digital out-of-home (DOOH) media across several venue types — including grocery stores and shopping centres — around the retailer's store locations throughout multiple cities in Australia
- Triggered media more frequently during certain parts of the campaign to optimise ad delivery
- Conducted a foot traffic study to measure the incremental impact of DOOH in store visits

Key Insights

- The campaign proved to be effective in driving consumers down the funnel, resulting in an increase of 7% in foot traffic in stores across all cities.
- Consumers exposed to DOOH media at shopping centres were more likely to visit the stores — demonstrating the positive impact of activating media in a contextually relevant environment and within close proximity to store locations.

Results



STORE VISITS
+7% LIFT