

From **Underwear** to **Out-Of-Home**:  
Taking Modibodi's *life changing  
appare/*to the streets

BE\CH® + *modibodi*

March 2023

# Period and leak proof apparel

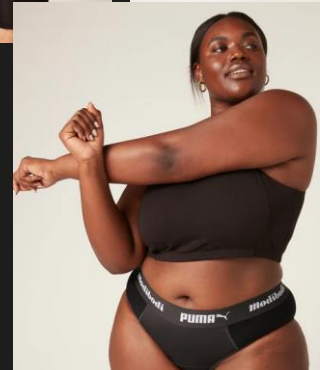
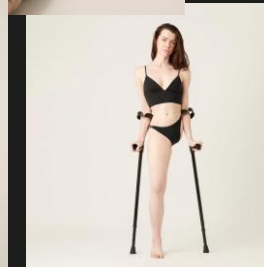
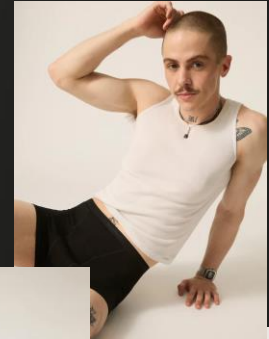
## Backed by science, **loved by customers**

Founded by Aussie mum Kristy Chong in 2013, Modibodi's simple desire to develop leak-proof underwear has since evolved into a range of **life-changing apparel**.

Modibodi's audience has also diversified to include products for all people - breaking the mold of a homogenised, discreet industry.

Modibodi's ability to challenge the status quo made them a perfect candidate to work with us at Bench Media on new, untested marketing territory.

**Goal** - amplify branding, but influence audiences to make a purchase on site.



# so why **Programmatic DOOH**?

pDOOH represents the core of Modibodi - period-proof apparel **when you're on the move.**

- Typically a direct buy DOOH client - but sitting on a **goldmine** of insights from their programmatic media mix that helped:
  - **Consolidate** their media buy
  - **Extend** their existing audience strategy offline
  - **Capture** devices in DOOH for retargeting
  - **Amplify** DOOH audiences through cross-channel performance

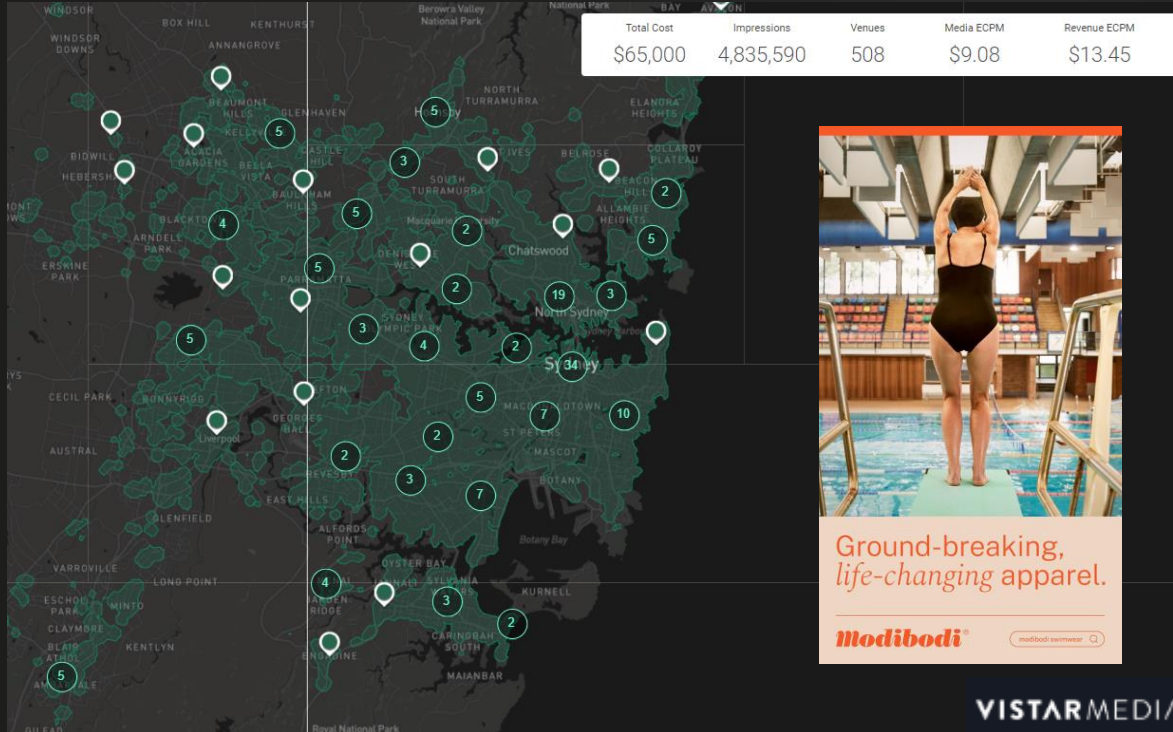


# the ultra incredible **feedback loop** of pDOOH



# in platform and **in action**

Targeting fitness enthusiasts at gyms and recreational centres



Ground-breaking,  
*life-changing* apparel.

**Modibodi**

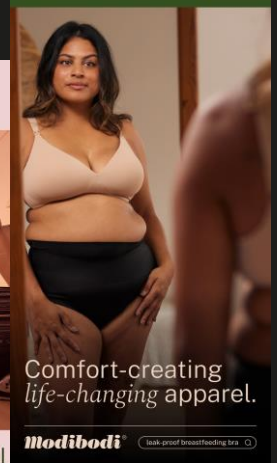
[modibodi swimwear](#)

Planet-sustaining  
money-saving,



*life-changing* apparel.

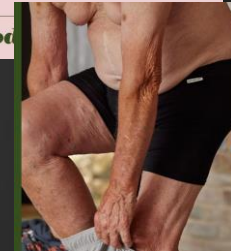
**Modibodi**



Comfort-creating  
*life-changing* apparel.

**Modibodi**

[look-proof breastfeeding bra](#)



Happy-aging,  
*life-changing* apparel.

**Modibodi**

[ultra-soft seamless bra](#)

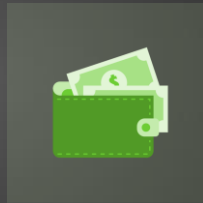
# did pDOOH **make dough** for Modibodi?

The introduction of pDOOH saw the following results over a 3 month testing period.



**Cost Per Sale**

7%  
reduction



**ROAS**

15%  
improvement



**Click Through Rate**

26%  
improvement



## What did we learn?

pDOOH is the ninja in disguise - acts as targeted awareness, but it has real impact on performance channels

Future learnings through 'Path to Conversion' reporting - finding the optimal impression path leads to a sale.

# takeaways

1. traditional OOH is great for **wide reaching awareness** while pDOOH provides the opportunity to take a **more tactical approach**, based on **data**.
2. pDOOH provides us with the opportunity to use data for **all stages of the campaign**:
  - analysing **sales data** to develop audiences
  - data driven **screen strategy**
  - cross channel **performance** analysis
3. wider media activation saw **improved results** during and following the pDOOH burst (proving the value of **full funnel activation**).