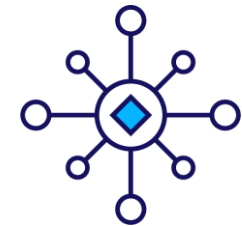


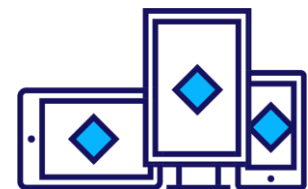
# Programmatic showcase

## Campaign objective

- Build brand awareness
- Drive online brand discovery
- Increase sales

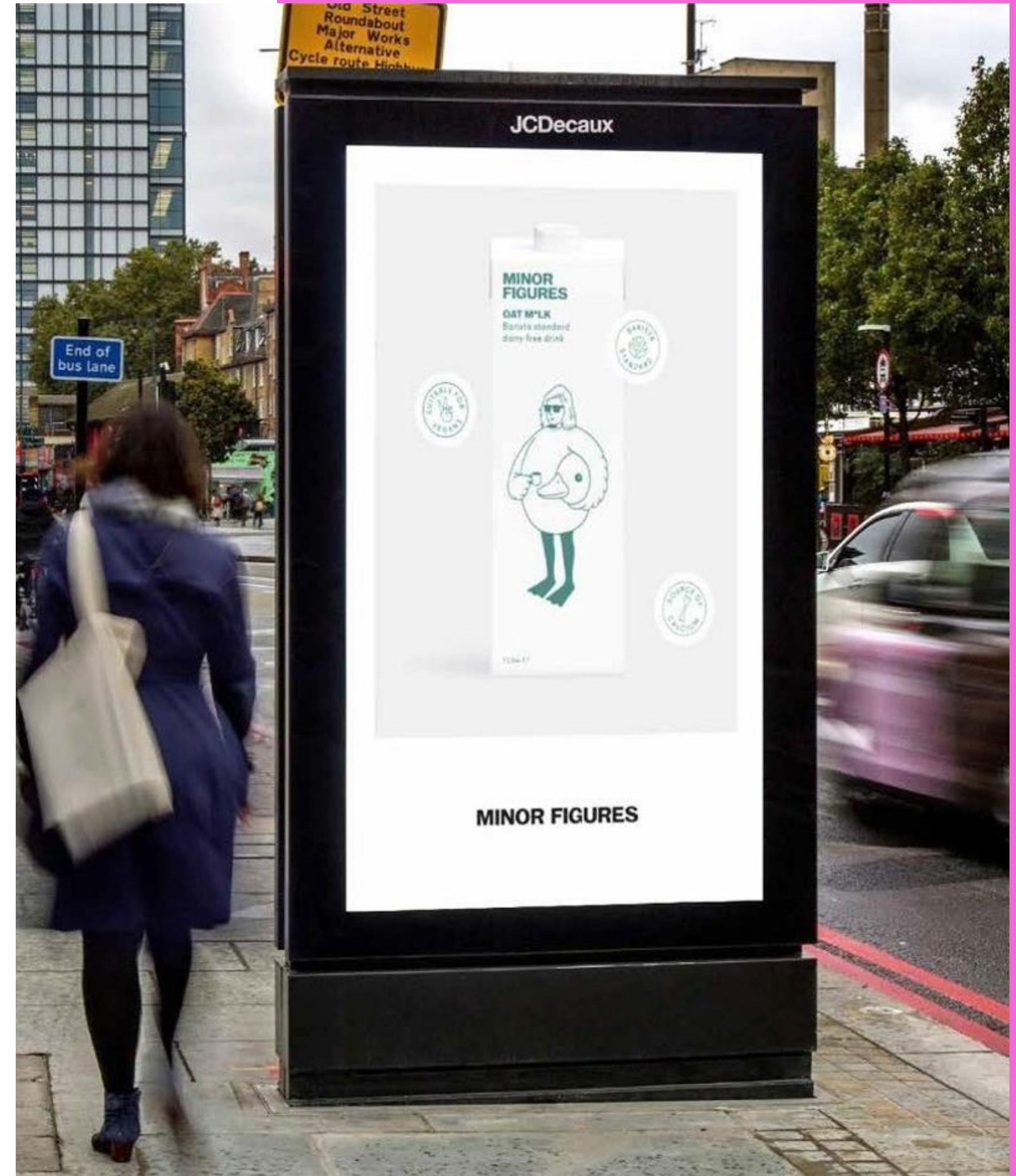


**Inventory**  
Rail and roadside  
Digital 6-sheets



**Campaign specification**

- Large format digital in London
- Classic large format in London
- Classic 6-sheets in London
- Waitrose Digital 6-sheets





# Campaign results

**+200-300%**

Web traffic increase

**+2x**

Retail rate increase



“

Overall, the campaign drove an increase of several hundred percent for our web traffic, and our retail rate of sale more than doubled. We are planning more activity going forward”

**BEN VEAR**

UK Head of Sales, Minor Figures