

# Programmatic showcase

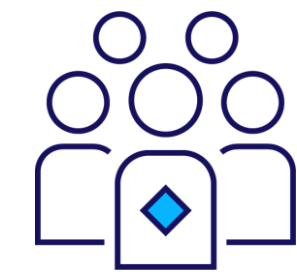
Multi-market campaign across the UK and Italy

## Campaign objective

- Increase in brand and product awareness
- Drive footfall around stores

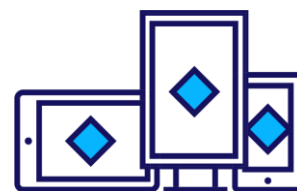
For their client Oris Watches, Webrepublic created a multi-market programmatic OOH campaign across Italy and the UK, managing the campaign with in-flight optimisation and time/ day targeting.

This campaign was supported by a large digital campaign across YouTube, Facebook and Instagram.



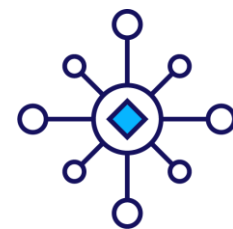
### Target audience

- Men aged 25-45 (high purchase power)



### Campaign specification

- Non-guaranteed



### Inventory

- Digital bus shelters in Milan, Italy
- Roadside, street furniture and mall inventory in the UK



In collaboration with



# How the footfall measurement and in-flight optimisation worked

In cooperation with Adsquare, Splicky offers mobile & prOOH campaigns using footfall reports to measure and optimize PoS performance.

Prior to the start of the campaign, the average flow of individuals who are participants in the panel to stores are measured to establish a baseline. Alternatively, the last 8 weeks can be queried from the database.

After the campaign launches, this live data will be shown in the platform. Advertisers are then able to then easily compare baseline measurements and data generated during the campaign lifetime.

The campaign can then be adjusted in real-time to budget placements, and these can be made throughout the campaign to optimise results and improve uplift.



VIOOH + Oris Watches

# Campaign results (UK)

1.3M

playouts

5M+

gross reach



+19%  
Footfall uplift  
around Oris  
Watches  
stores