

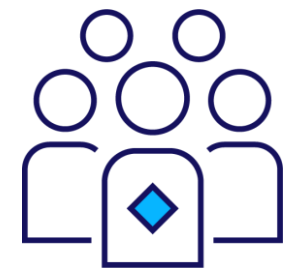
Programmatic showcase

Multi-market cross-media campaign across UK, Germany and France with mobile

Campaign objective

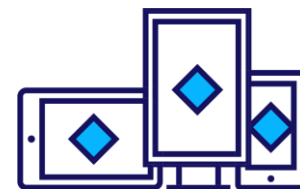
- Drive brand awareness and consideration of the UGG brand

This programmatic DOOH campaign from UGG saw the brand run creatives in close proximity to UGG stores in high-impact, premium locations using in-flight optimisation to make the most of budgets, as well as delivering to relevant mobile geo-locations.



Target audience

- High-end shoppers and socialites in shopping malls



Campaign specification

- Non-guaranteed
- Frames in malls, high streets and social hubs across London Westfield Malls, Oxford St, Berlin/ Hamburg and selected street furniture in France



In collaboration with

Campaign results (UK only)

+7%

brand awareness uplift

+32

advertising awareness



+7%

purchase consideration

+58%

uplift in UGG net promoter score