# **Programmatic showcase**

### Targeting audiences using DOOH and mobile

### Campaign objective

January and September are the most important sales periods of the year for Virgin Active.

They run new membership discounts and try to attract people into joining the gym to fulfil their new years resolutions, or as the weather starts to get colder again later in the year.

They have over 30 clubs in Greater London and wanted to target people that are regularly seen in close proximity in order to maximise the relevance of their messaging and realise a demonstrable performance uplift from their brand activity.







# Amnet solution was the first ever UK DOOH buy via a DSP

	DOOH	MOBILE
AUDIENCE	D6 panels within 500m of a VA club as a proxy for the target audience	A 500m radius around VA clubs, plus commuter transport hubs and residential areas
TIMING	Monday / Tuesday only, upweighted between 6-10am and 4-8pm	Always on, upweighted to weekdays
CREATIVE	Dynamic creative that changes based on nearest club, time of day and day of week Rich media expandat creative showing nea club and classes ava	
MEASUREMENT	Footfall uplift %, comparing a group of users exposed to DOOH, mobile or a combination vs. a control group exposed to neither	







# Amnet created a highly targeted, cross-channel strategy aimed at reaching commuters throughout the day

### **START THE** DAY Wake up, checking COMMUTE Leaving the mobile for the train station, latest news and travel info, see sees an OOH mobile ad AD

### **AT WORK**

Log lunch on MyFitnessPal, see mobile AD

MORNING

**AFTERNOON** 



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### **AFTERNOON**

Take a break from desk, walking in central London and see **DOOH** AD

### COMMUTE

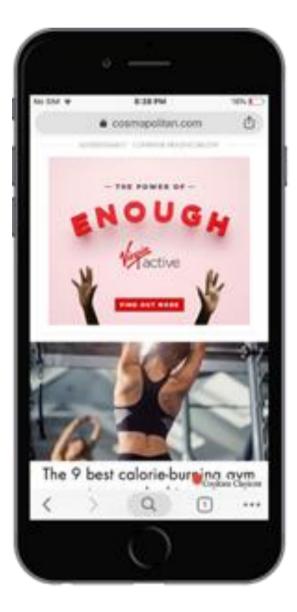
Walking back to the train station, see an **OOH AD** 

### **EVENING**

Receive a locationtriggered Mobile AD when they are in a mindset to research more

### **EVENING**

# Similar creative was used across channels for unified messaging and brand experience for audiences











# Why did they choose to run programmatically?



### PRECISION

Using behavioural or contextual insight to only buy impacts in places and moments that are likely to resonate

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### **CONSOLIDATION**

Manage media budgets more effectively through a single buying platform



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Utilise location based measurement solutions to understand the impact on footfall that can be attributed to DOOH activity

### **OPTIMISATION**

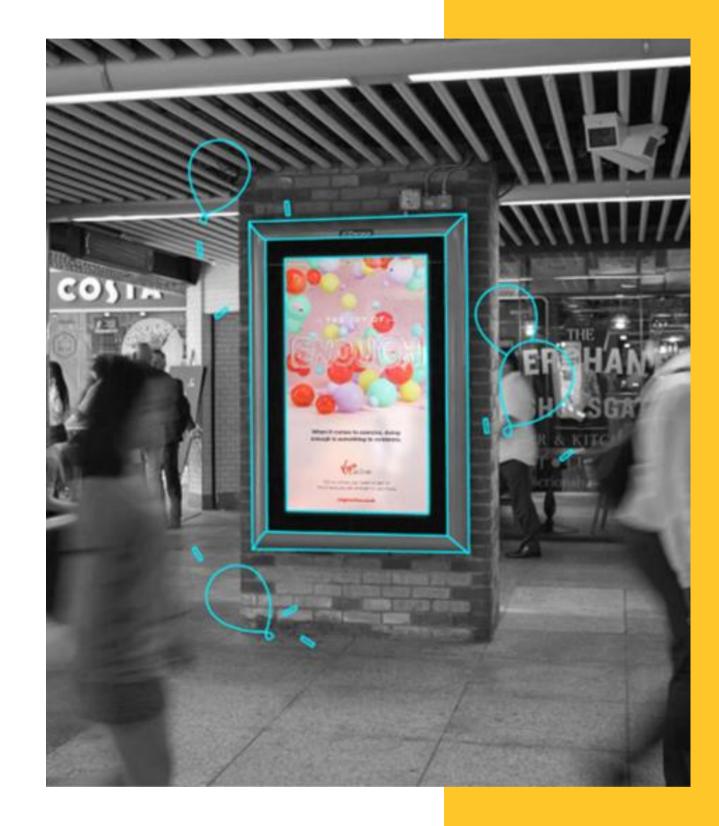
Use the insight generated within a campaign to make adjustments to budgets and targeting strategy on a continuous basis

# Footfall uplift measurement 0.42%

Footfall uplift



More likely to visit Virgin Gyms when exposed to the campaign



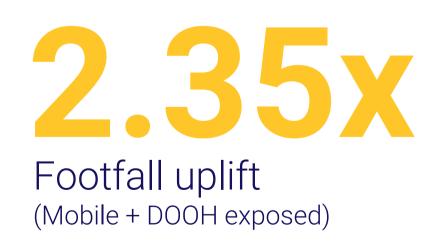




# September's campaign was a huge success:















# Amnet analysed the footfall data mid-campaign to identify areas of optimisation

PERFORMANCE BY DAY				
DAY	INCREASE FACTOR UPLIFT % CHANG			
Monday	<b>2.31x</b>	131%		
Tuesday	2.23x	123%		
Wednesday	2.06x	106%		

PERFORMANCE BY TIME		PERFORMANCE BY ENVIRONMENT			
TIME OF DAY	INCREASE FACTOR	UPLIFT % CHANGE	ENVIRONMENT	INCREASE FACTOR	UPLIFT % CHANGE
AM	<b>2.42x</b>	1.42%	Rail	<b>2.35x</b>	1.35%
РМ	2.10x	1.10%	Street	2.16x	1.16%
LOCATION	EXP	OSED VISITING	CONTROL VISIT	ING INCRI	EASE FACTOR

LOCATION	EXPOSED VISITING	<b>CONTROL VISITING</b>	<b>INCREASE FACTOR</b>
Fulham Road	2.33%	0.38%	6.17x
Upper Street	3.18%	0.55%	<b>5.83x</b>
Old Street	2.94%	0.54%	5.40x





# Through applying their previous learnings and optimising, they surpassed their previous results









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increase (in DOOH uplift vs. September)