

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 expandable creative showing nearest club and classes available
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 mobile for the latest news and travel info, see **mobile ad**

COMMUTE

Leaving the train station, sees an **OOH AD**

AT WORK

Log lunch on MyFitnessPal, see **mobile AD**

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 location-triggered **Mobile AD** when they are in a mindset to research more

MORNING

AFTERNOON

EVENING

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



Why did they choose to run programmatically?

1

PRECISION

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

2

CONSOLIDATION

Manage media budgets more effectively through a single buying platform

3

MEASUREMENT

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

4

OPTIMISATION

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

VIOOH + Virgin Active

Footfall uplift measurement

0.42%

Footfall uplift

2.30x

More likely to visit Virgin Gyms
when exposed to the campaign



September's campaign was a huge success:

7m

DOOH impacts

5m

Mobile impacts

23%

YOY increase
(in club 'walk-ins')

2.35x

Footfall uplift
(Mobile + DOOH exposed)



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

PERFORMANCE BY DAY

DAY	INCREASE FACTOR	UPLIFT % CHANGE
Monday	2.31x	131%
Tuesday	2.23x	123%
Wednesday	2.06x	106%

PERFORMANCE BY TIME

TIME OF DAY	INCREASE FACTOR	UPLIFT % CHANGE
AM	2.42x	1.42%
PM	2.10x	1.10%

PERFORMANCE BY ENVIRONMENT

ENVIRONMENT	INCREASE FACTOR	UPLIFT % CHANGE
Rail	2.35x	1.35%
Street	2.16x	1.16%

LOCATION

EXPOSED VISITING

CONTROL VISITING

INCREASE FACTOR

Fulham Road	2.33%	0.38%	6.17x
Upper Street	3.18%	0.55%	5.83x
Old Street	2.94%	0.54%	5.40x

In collaboration with



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

6m

DOOH impacts

3m

Mobile impacts

54%

increase
(in DOOH uplift vs. September)

2.44x

Footfall uplift
(Mobile + DOOH exposed)

