

# Programmatic showcase

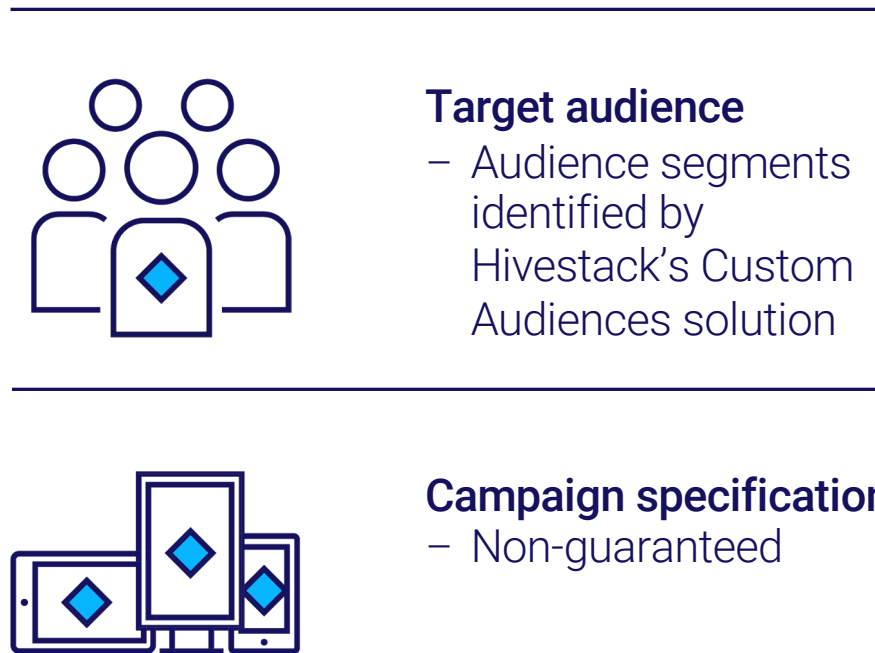
Programmatic DOOH campaign delivered against four key audience groups

## Campaign objective

To increase brand awareness and footfall for the launch of New Look's A/W collection by driving their core audience into their physical store locations as well as online

Hivestack's unique Custom Audiences solution helped identify four key audience groups which would be targeted on DOOH screens using programmatic technology: New Look key locations, New Look main competitors, frequent high-street retail shoppers and New Look 'Anne-Marie' collection.

This campaign ran across multiple media owners: JCDecaux UK, Clear Channel and Global.





# Campaign results

63%

In-store visitation increase

67%

Lift across New Look competitors



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