

Kleenex
BRAND TISSUE

KLEENEX

Westfield Stratford + Westfield White City

+22.5% 67%

Sales increase

Ad recall

Creative: DCO

Channel: DOOH

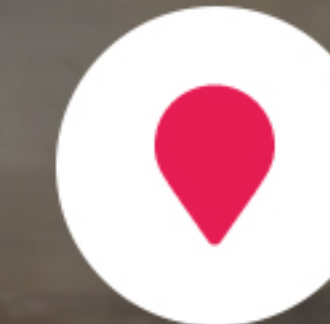
Data points used



Footfall



Time



Location

CAMPAIGN

Kleenex engaged with StoreBoost to show the opportunity for a brand without a store to drive footfall and sales using partner stores where Kleenex products could be purchased. The campaign featured a range of ads on themes of family, eating, travel and cinema to encourage shoppers to pick-up Kleenex wipes.

RESULTS

- 4 Dynamic Ads - product range with live queue time
- Each ad scheduled at a different time period in the week
- Total impressions delivered 426,102
- +22.5% increase in all product sales
- Ad recall on digital screens 67%

CLIENT

"The StoreBoost team were great to work with setting up real-time data, creative and media for us quickly and efficiently."

Account Lead - VMYLR