

Boots
ORIGINAL
FLOWER REMEDIES
RESCUE

RESCUE REMEDY

Manchester, Stansted and Gatwick Airports

+78% **+20%**

Sales increase

Footfall increase

Creative: **DCO** Channel: **DOOH/Mobile**

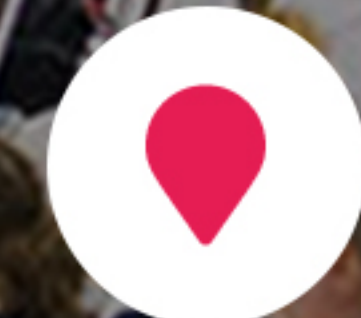
Data points used



Flight



Time



Location

CAMPAIGN

Nelsons "Taking Flight" campaign aimed to drive footfall to Boots stores in airport locations and increase sales of its Rescue Remedy products. The campaign delivered dynamic creative using flight data to provide enhanced context and relevance for the product range depending on traveller destination.

RESULTS

- Campaign ran for 2 weeks at 3 UK airports
- DCO ads featuring 5 products
- Ads optimized using flight data and time of day
- Average footfall uplift +20%
- +78% increase in combined sales of all products
- +56% increase in sales per passenger

AWARD

Taking Flight campaign
THE DRUM DIGITAL ADVERTISING AWARDS 2020
Winner - The Chair's Award