



CAMPAIGN

ON Running used StoreBoost to raise awareness of their new London Flagship store. The campaign used real-time occupancy data from the store and weather data to optimise payout of the campaign. Creative variants included direction to store, night running and day time sun running.

RESULTS

- Launch day Oxford Street domination
- 2 week maintain phase on roadside and underground media
- +6% footfall increase to store
- +9% media optimisation