



adidas

ADIDAS

Westfield London Mall

+8%

Footfall increase

+30%

Ad recall increase

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

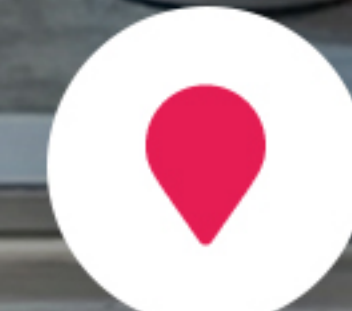
Data points used



Footfall



Time



Location

Campaign

adidas used StoreBoost to drive customer visits to their Westfield London store. The campaign ran when either the store footfall was 10% below average or the mall was +10% above average. The messaging updated with a staff availability message when the store was not busy.

Results

- Dynamic Ad - Store location and staff availability
- +8% footfall increase to store
- Estimated shopper reach 65,000
- Ad recall on digital screens +30%