



CAMPAIGN

JD Sports used StoreBoost to drive incremental customer visits to their Westfield Stratford store outside of peak times. The campaign featured 3 separate ads with dynamic messaging to encourage visits to their first floor store.

RESULTS

- Dynamic Ads - Store location and live clock
- Advertising activated when mall was +10% busy
- +14.5% increase in footfall in 2 hour period after activation
- Awareness of ads on digital screens 80% during campaign