

MICHAEL KORS

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Westfield White City

+8%

Footfall increase

+105%

Purchase intent

Creative: DCO Channel: DOOH

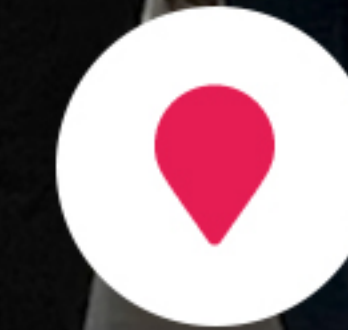
Data points used



Footfall



Time



Location

CAMPAIGN

Michael Kors wanted to optimise the delivery of their brand campaign to drive brand metrics and customer visits to their Westfield store. Using real-time occupancy data from StoreBoost sensors in the store and mall the campaign only activated when either the mall was busy or the store was quiet.

RESULTS

- Average +8% increase in footfall to store over campaign
- 76% of campaign days saw increase in footfall to store
- Shopper purchase intent up +105% during campaign
- Total impressions delivered 1,862,500

CLIENT

"We worked with StoreBoost to drive footfall and awareness for our Karlie campaign which delivered strong results."

Morgane Songeur - retail marketing Michael Kors