



CAMPAIGN

Boots used StoreBoost to drive customer awareness of their £10 Tuesdays range of products at their Westfield Stratford store. The one day activity used a dynamic ad featuring 3 products and a countdown to the end of the offer to encourage shoppers to visit the store.

RESULTS

- Dynamic Ad with countdown to offer finish
- Total impressions delivered 105,758
- +28% increase in footfall to store