



JCDecaux

8.05AM

COSTA
COFFEE

COSTA COFFEE
Westfield Stratford Mall

+3.9%

Sales increase

+7%

Footfall increase

**Good morning
Westfield**

The rush is over so come and
relax with a velvety flat white.

Right next to Boots on Floor 2

COSTA
COFFEE

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

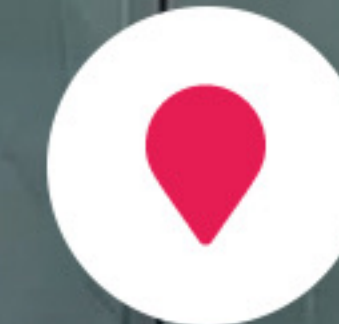
Data points used



Footfall



Time



Location

CAMPAIGN

Costa Coffee wanted to drive customer visits to their Westfield Stratford stores throughout the day - not just peak lunchtime and afternoon. To achieve this the campaign used dynamic ads with time specific product offerings and real-time occupancy data from the stores to message when seats were available.

RESULTS

- Campaign ran for 2 weeks 8am - 8pm
- Dynamic creative with relevant messaging and products
- Early morning, lunch, afternoon and evening specific ads
- Average early morning footfall uplift +7%
- +3.9 % increase in all revenue sales
- +4.7% increase in sales of beverages

RESEARCH

"An incremental effect was seen between branding versus contextual creative. The most notable influence was seen across memorability and perceptions."