

PIMM'S
London

+13%

Sales increase

+7%

Footfall increase

Creative: DCO Channel: DOOH

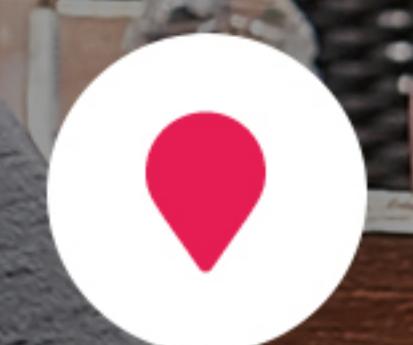
Data points used



Footfall



Weather



Location

CAMPAIGN

Real-time pub occupancy data provided by the digital doorman allowed Pimm's to deliver a unique Pimm's 'o' clock campaign. The occupancy data activated creative for the nearest pub with space to get a seat. The campaign ran on roadside digital panels in proximity to the pubs participating in the campaign.

RESULTS

- Campaign ran for 2 weeks featuring 14 pubs
- First real-time data campaign for Diageo
- +13% YOY average sales uplift across all pubs
- +7% average uplift in footfall across all pubs

AWARD

Grab a Seat campaign
CANNES MEDIA LIONS 2016
Silver - Use of new technology award