



VUE

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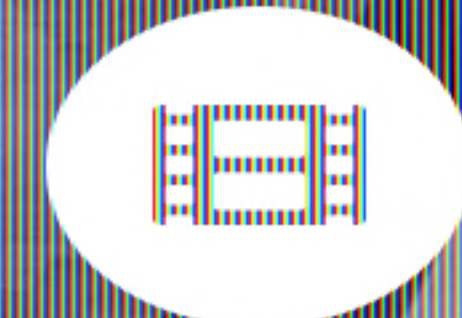
Westfield Stratford Mall

+17%

Footfall increase

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

Data points used



Cinema



Time



Location

CAMPAIGN

Vue undertook a campaign at Westfield Stratford to test whether dynamic ads in proximity to the cinema would drive footfall. An ad featuring a countdown to the next viewing played 30 mins before each film. Footfall was measured using the digital doorman sensor installed in the Vue foyer.

RESULTS

- Campaign ran for 2 weeks 9am - 9pm
- Ad featured dynamic countdown to next viewing
- Captain Marvel and Dumbo film releases
- Average footfall uplift +17%

CLIENT

"We ran a successful campaign with real evidence of increased footfall and cinema behaviour over the period."
David Jackson - Head of Marketing