



CAMPAIGN

Lego used StoreBoost to drive incremental customer visits to their Westfield Stratford store outside of peak times. The campaign ran after the summer school holidays and featured 5 separate ads with dynamic messaging to encourage visits to the store.

RESULTS

- Dynamic Ads - Offers and sign-ups with live queue time
- Total impressions delivered 534,528
- +12.8% increase in all product sales
- Ad recall on digital screens 53%
- Awareness of store location +30% during campaign