Festive Success: Michael Kors’ DOOH Delight

MOBSTA, a UK-based agency, partnered with StackAdapt to develop a dynamic Digital out-of-home (DOOH) campaign promoting Michael Kors jewelry in Germany. Through strategic planning and securing deals with DOOH partners, StackAdapt delivered over 14 million impressions within budget. Using StackAdapt Brand Lift, they identified positive impacts in key cities like Berlin and Hamburg, enhancing campaign success.

Results

- 20% below average CPM
- 14.5 M impressions
- +39% brand lift in Berlin
- +13% brand lift in Hamburg

Summary

StackAdapt played a pivotal role in the success of the Michael Kors campaign. The innovative approach combining audience and location data enabled us to maximize our impact, reaching our audience effectively while staying within budget. Through positive brand lift studies conducted in key cities like Berlin and Hamburg, we saw tangible evidence of increased brand perception and engagement. Together, we elevated the awareness of Michael Kors jewelry across Germany, proving the power of strategic partnership.

– Mario Castrogiovanni, Group Head of Operations, MOBSTA

MOBSTA is a UK-based agency that leverages location and audience targeting strategies through sustainable media buying. They track over 500 million users worldwide, empowering brands to execute scalable data-driven advertising campaigns rooted in location intelligence. Spanning 52 markets, MOBSTA has been recognized as the top location provider by Mediacom UK, underscoring unparalleled expertise and effectiveness in the field.

Strategy

With careful planning and negotiation with DOOH partners, MOBSTA collaborated with StackAdapt to ensure coverage in all requested locations, including airports, luxury malls, and shopping high streets. Additionally, they planned to deliver approximately 14 million impressions within a set budget.

Execution

StackAdapt Brand Lift

With the goal of delivering over 14 million impressions, MOBSTA collaborated with StackAdapt to ensure that the creative elements were optimized for maximum impact in each location. StackAdapt’s solution team, in collaboration with AdSquare, successfully gathered device IDs that were exposed to the DOOH ads within a close geo radius to the digital screens. This valuable data was then utilized to collect and measure the brand perception and engagement through StackAdapt Brand Lift.

Digital Out-Of-Home (DOOH)

StackAdapt collaborated with three relevant DOOH partners to ensure coverage in key cities, including airports, luxury malls, and shopping high streets.

The Creative Studio

The StackAdapt Creative Studio went above and beyond to create impactful ads that resonated with the audience, ensuring that the creative elements were optimized for maximum impact in each location.

Outcomes

MOBSTA and StackAdapt continue to redefine success through their ongoing collaboration, delivering impactful campaigns that resonate with audiences.

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Reach out to the StackAdapt team for more information.