

Programmatic showcase

Programmatic DOOH with mobile re-targeting, geo-fencing and day-parting

Campaign objective

- To drive attendance to Magners' 'Secret Orchard' events

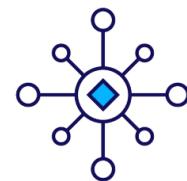
Magners held a series of four events across the UK called 'Secret Orchard', with performances from headline acts and local talents.

A prDOOH campaign was deployed which was precisely geo-fenced to only run in the cities where the events were held, as well as only running across screens that specifically over-indexed against Magners' target audience. Audiences who had been in contact with the prDOOH campaign were also re-targeted via mobile, enabling them to sign up to the event directly.



Target audience

- Segments: 'Cider Drinkers', 'Magners Fans', 'Social Millennials', 'Competitors'



Inventory

- Screens that over-indexed against the target audience in Manchester, Liverpool, Birmingham and Glasgow



Results

All four events

SOLD OUT

and even had a waiting list!

Of those exposed to the campaign,

41%

said they were likely to purchase Magners in the future

20%

of the exposed group said Magners was more appealing