

Programmatic DOOH: Brand awareness campaign

- Increasing website traffic to boost new member signups

Holmes Place, a premium fitness brand, launched a brand awareness campaign within 24 hours to engage with people who are seeking to enjoy their life journey.

Programmatic DOOH was used to deploy a geo-targeted campaign focused on gym locations (within 5km radius).



Target audience

- Individuals living or working near Holmes Place locations, looking for luxurious and personalized services to help them live a balanced, healthy and enjoyable life.



Campaign specification

- Premium DOOH digital inventory in the cities of Hamburg, Berlin, Köln, Düsseldorf, Essen and Lübeck
- All roadside screens from WallDecaux and Shell gas station displays from Framen
- Short turnaround time to set campaign live
- Geo-targeted campaign focused on gym locations (within 5km radius)
- Day parting to display ads between 6am – 12am / 4pm – 8pm each day to achieve increased engagement and an increased campaign ROI

Programmatic DOOH campaigns live in 24 hours

Holmes Place selected The Neuron's self-service platform for programmatic DOOH as they were the **only** provider who could meet their challenging campaign set up timeframes and support this fast way of working long-term.

Campaign highlights

- Premium inventory selection
- Campaign set up and launch within 1 day
- Day parting
- Easy to use, self-service platform
- Test campaign ran in October 2021 with 2 further campaigns run since



Results

Increased website traffic

New member signups grew

Live within 24 hours

- Created personalized experiences engaging target audience
- Swift path to market with fast results
- Competitive edge from ability to respond quickly to market and audience behavioural changes
- The Neuron is an essential part of their strategy and planning process for 2022

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“We are very happy collaborating with The Neuron. The self-service platform gives us the opportunity to set up, monitor and optimize our own campaigns with real time data. Due to full transparency, flexibility and easy handling, we are satisfied implementing the self-service platform in our inhouse team. Highly recommended to all clients who want to have full control on their own DOOH campaigns.”

Miriam Schlüter (CMO) and Anke Heuser (Marketing Manager)

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Contact

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