

CASE STUDIES

CAMPAIGN OVERVIEW

ROYAL EDINBURGH MILITARY TATTOO

Campaign objectives

- Targeted campaign to reach Royal Edinburgh Military Tattoo audience UK-wide
- Raise awareness and drive event bookings

Campaign details

- Guaranteed long-term low share of voice DOOH display on 32 hero locations in two regions booked through JCDecaux specifically for affluent audience:
 - Motion@Waterloo
 - Motion@Euston
 - Digital 6-sheets Princes Street Edinburgh
 - Edinburgh Arch
 - Channel Waitrose
- Programmatic activity booked through VIOOH Automation on JCDecaux DOOH channels augmented reach to 324 locations in 30 regions
- Campaign up-and down-weighted programmatically per channel depending on audience exposure





CAMPAIGN RESULTS

- Site traffic **+10%** in first month of campaign display
- **+16%** uplift in brand search
- On site conversion (exposed users) **+32%**
- Targeted activation: programmatic-only deployment in Cardiff led to **+34%** increase in search from that region
- **4.2 million people reached** in month one

“We wanted to raise awareness of the Royal Edinburgh Military Tattoo event in August, throughout the summer, and across the UK, using a consistent, ‘always-on’ digital Out-of-Home media strategy. We also wanted to ensure that our campaign was consistently closely targeted to the right audience.

The resultant campaign blended programmatic and specified ‘hero site’ channel digital Out-of-Home, which created the perfect route to market for our message.

Low share of voice display on hero sites such as the Edinburgh Arch, Motion@Waterloo and Channel Waitrose ensured that our campaign gained gravitas and talkability.

Programmatic display through VIOOH provided direct access to our core target market, with the campaign playing at times and in locations that ensured most efficient reach of this group.

We’re only a month into the campaign, and we can already see clear positive results which reinforce the effectiveness of this strategy.”

**Paul Barnard, Commercial Director
Regital**

