

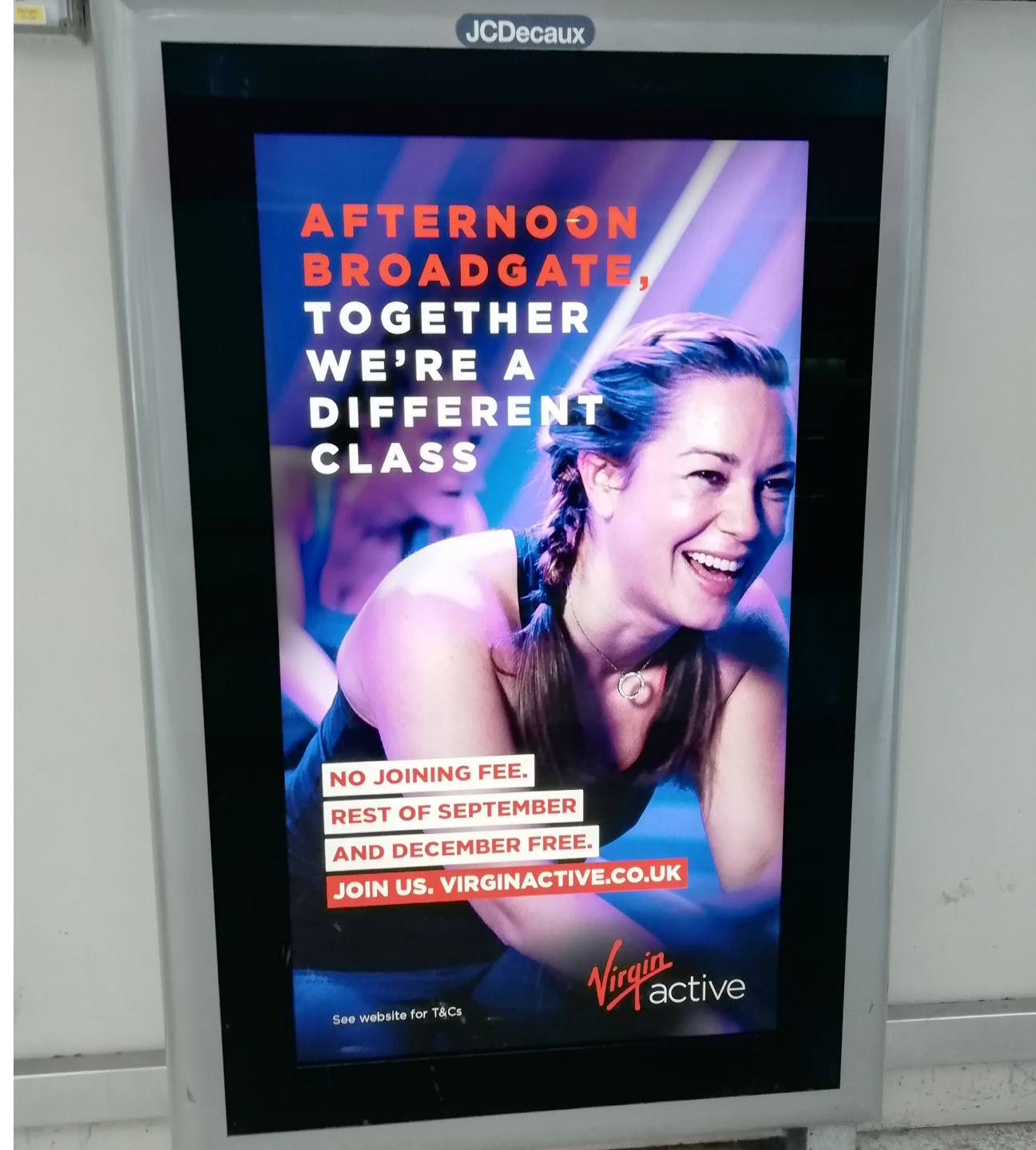
CASE STUDIES

CAMPAIGN OVERVIEW

VIRGIN ACTIVE

Campaign objectives

- Target affluent exercisers aged 25-44 at key gym sign-up times (January and September)
- Use media channels that reach them efficiently throughout their day at multiple touchpoints
- Raise awareness of class variety to drive footfall into gym and encourage consideration and membership sign-up





RESULTS

Campaign details

- Platform agnostic programmatic campaign
- **7.1 million** impressions
- Fluid programmatic purchase pathway for DOOH and mobile based upon each channel's performance levels
- Total London coverage
- Digital 6-sheets within 500m of a Virgin Active club
- DOOH ran Monday/Tuesday only, upweight commuter hours (6-10am; 4-8pm)
- DOOH featured dynamic creative with changes based on activities at nearest club, time of day, day of week

OVERALL CAMPAIGN RESULTS

- **+45%** increase in control group gym visits year-on-year
- Almost **three times** more footfall into gyms throughout campaign

“This campaign really demonstrated how offline and digital channels can both work within a programmatic campaign.

“The channels complement each other perfectly, increasing exposure and frequency at key moments during the Virgin Active target consumer’s day.”

**Tom Elder, Head of Trading
Amnet**

