

Don Julio Duty Free campaign takes off with programmatic DOOH in airports driving a combined 486.6% increase in sales and a footfall uplift of 29.6%

Category

Best Use of Data - Retail

Entering company name

VIOOH, StoreBoost

Client

Don Julio

Partners

JCDecaux UK, Global,
Talon, PHD

Executive Summary

Partnering with StoreBoost, VIOOH, Talon and PHD, Don Julio launched a programmatic digital out-of-home (prDOOH) campaign to drive brand and performance in Duty Free shops. By harnessing real-time footfall and flight activation data, dynamic prDOOH adverts ingeniously merged data with creativity to seamlessly target travellers at a critical moment before departure to drive top-of-funnel awareness and conversion in Duty Free shops. Crucial sales insights showed that while there were more flights to tequila buying locations at lunchtime it was the early flights that had the most volume opportunity for buyers.

Maximum impact was achieved, resulting in a staggering combined 486.6% sales increase across both targeted airports and a footfall uplift of 29.6%. This campaign isn't just a success - it's a pioneering example of how a data-driven programmatic DOOH campaign can drive tangible commercial metrics to any brands carrying out airport campaigns.

Background and Objectives

Don Julio wanted to support their summer long partnership with super club Pacha in Ibiza, and turned to programmatic digital out-of-home (prDOOH), utilising advanced targeting features, and real-time optimisation to craft a fully data-driven media and dynamic creative campaign. Alongside driving product awareness in Duty Free shopping, as a secondary campaign objective Don Julio wanted to demonstrate how prDOOH could boost foot traffic during key moments, with the ability to measure its impact through real-time data.

Solution

StoreBoost activated the campaign programmatically on digital JCDecaux and Global screens - Digital Airport Panels, digital 6s and flight information screens at Heathrow Terminal 5 and Gatwick airport.

Only passengers from the UK travelling to Ibiza were targeted, specifically focusing on relevant consumers in situations where premium tequila was likely to be in demand.

The capabilities of prDOOH were the perfect fit to meet Don Julio's campaign needs, blending the mix of data and technology with real-world in-person Duty Free shopping. This allowed for maximum effect in the most contextually relevant environment where the target audience would likely be most receptive to messaging.



A variety of data points were activated for this campaign including, time, location, footfall, and flight activation data.

StoreBoost sensors distributed within the shopping environment were used to provide footfall data from Duty Free. When footfall in Duty Free stores was measured as low/high via the in-store sensors, the preset Don Julio campaign was triggered to display the ads on airport screens, with the aim of directing consumers to Duty Free stockists. This ensured campaign media was optimised to be pertinent to the target audience that were there at the present moment, in the hope to drive both top-of-funnel and lower-funnel conversions, in the form of awareness and foot traffic.

Creativity played a central role in the campaign to ensure brand cut-through and resonance. The combination of Dynamic Creative Optimisation (DCO) and real-time footfall measurement in Duty Free meant Don Julio could optimise this campaign hyper locally on-the-go. DCO allowed the campaign messaging and visuals to constantly change and adapt to the environment, resonating with the audience awaiting their flights to Ibiza. With live countdowns to arrival in Ibiza and calling out the opening of Pacha (a popular club in Ibiza) as examples of some of these dynamic ads, relevance was maximised, and meant the ads were seen at the right time, in the right place, by the right people.

Through utilising flight activation data, Don Julio was able to play ads in the three hours before taking off, targeting travellers at those key moments before departure. The campaign was not only optimised accordingly in real-time based on playout times, but also by differences in advertising effectiveness when targeting passengers two hours before the flight versus one hour prior. Despite the most frequent flights to Ibiza leaving at 1pm, this time slot delivered the poorest results, leading to its removal from the scheduled playouts midway through the campaign. Advertising effectiveness was measured two hours before the flight and one hour before, with results suggesting that one hour before the targeted flight showed consistently better footfall in Duty Free. This data driven approach, by optimising in real-time, ensured messaging reached the right audience at the most relevant time, further enhancing engagement and conversion, namely footfall, and allowed Don Julio to maintain its competitive edge in Duty Free shopping.

Results

The Don Julio campaign delivered outstanding results, fulfilling the goals of the campaign thoroughly.

Programmatic DOOH enabled the execution of the campaign to a wide-reaching audience, achieving 870,103 impressions across both Heathrow and Gatwick airports. Real-time optimisation allowed Don Julio to stay ahead, recording a footfall uplift of 29.6% against the benchmark of 5%. Additionally, the campaign achieved 92% positive campaign days (benchmark 60%), highlighting how a strong use of data is able to drive action.

By marrying the precision of programmatic targeting with the dynamism of real-time data, Don Julio not only elevated brand and product awareness, but in turn drove lower-funnel conversions in the form of increased sales. In Heathrow airport the campaign drove a 78.6% sales increase year on year, and in Gatwick airport a staggering 408% sales increase was achieved year on year, both results doubling the volume of sales (July vs. August) with less airport traffic, proving prDOOH was able to increase footfall at key times.

By leveraging these data-driven insights, the campaign was able to create a remarkable link between advertising hours and increased foot traffic and sales in Duty Free shops. This campaign is testament to the use of data and an innovative use of prDOOH in driving measurable and performance-driven success.



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StoreBoost helped Don Julio amplify our summer partnership with Pacha with programmatic OOH advertising that fuelled brand and performance metrics to our key audience at just the right time.

Katherine Andrews
Senior Brand Manager, Tequila, Diageo Travel
Retail

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