

Pandora

Problem

How does a jewelry retailer create traffic to its store in a highly competitive market?

Solution

By pairing static OOH advertising with mobile geo-fencing.

Background

Pandora is a jewelry retail chain that wanted to increase traffic to their stores in South Florida. The chain faced the challenge of increasing brand awareness in a competitive local market.



Objective

The advertising objective was to increase brand awareness and store traffic reaching its prime demographic of individuals with a household income (HHI) \$100,000 and up.

Strategy

Pandora used billboards in conjunction with geo-fencing in locations near their stores and in regions with a HHI of \$100,000+ to create brand awareness and reinforce the OOH message with a mobile component.

Plan Details

Market: Miami, FL

Flight Dates/OOH Formats:

- 9 Bulletins
- Flight: November 2015 - January 2016

Budget: \$10,000 and over



Results

By combining billboards with geo-fencing, Pandora was able to produce a 135 percent increase over average secondary action rates (SAR) for mobile-only geo-fencing campaigns. Secondary actions are getting consumers to access store information online such as deploying navigation apps for directions to the store, calling the store directly, or accessing additional information about the stores. SAR are considered additional steps of engagement beyond click through rates (CTR).