

Festive Success: Michael Kors' DOOH Delight



Summary

UK-based agency MOBSTA partnered with StackAdapt for a dynamic Digital out-of-home (DOOH) campaign promoting Michael Kors jewelry in Germany. Through strategic planning and securing deals with DOOH partners, StackAdapt delivered over 14 million impressions within budget. Using StackAdapt Brand Lift, they identified positive impacts in key cities like Berlin and Hamburg, enhancing campaign success.

Results

- CPM**
20% below average
- Impressions**
14.5 M
- Brand Lift Study**
+39% in Berlin
+13% in Hamburg



MOBSTA



MICHAEL KORS

MOBSTA is a UK-based marketing agency that leverages location and audience targeting strategies through sustainable media buying. They track over 500 million users worldwide, empowering brands to execute scalable data-driven advertising campaigns rooted in location intelligence. Spanning 52 markets, MOBSTA has been recognized as the top location provider by Mediacom UK, underscoring unparalleled expertise and effectiveness in the field.

Michael Kors is a world-renowned, award-winning designer of luxury accessories and ready-to-wear.



StackAdapt was instrumental in the success of the Michael Kors campaign. The innovative approach combining audience and location data, allowed us to maximize our impact, reaching our audience effectively while staying within budget. Through positive brand lift studies conducted in key cities like Berlin and Hamburg, we saw tangible evidence of increased brand perception and engagement. Together, we elevated the awareness of Michael Kors jewelry across Germany, proving the power of strategic partnership.

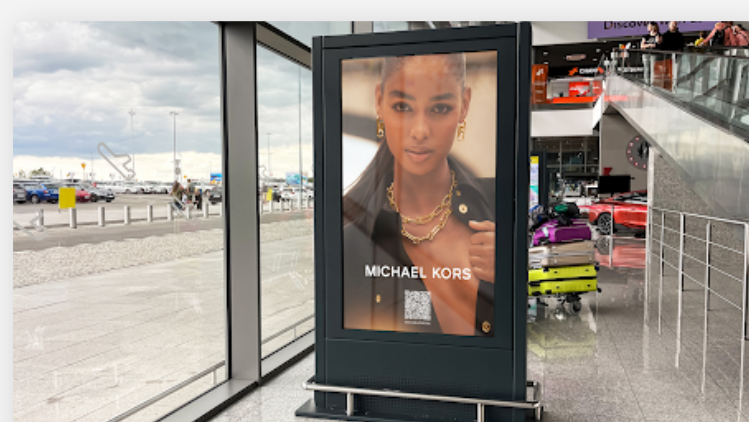
–Mario Castrogiovanni, Group Head of Operations, MOBSTA

Challenge

The main challenge for the client, Michael Kors, in this campaign was to optimize exposure and extend reach during the bustling Christmas season across strategic locations in Germany, including airports, luxury malls, and prominent shopping streets. Additionally, they aimed to deliver approximately 14 million impressions within a set budget.

Strategy

With careful planning and negotiation with DOOH partners, MOBSTA's collaboration with StackAdapt paved the way for strategic execution to ensure efficient use of resources while achieving the desired results.



Execution

StackAdapt Brand Lift

With the assistance of its solution team and in collaboration with AdSquare, StackAdapt successfully gathered device IDs that were exposed to the DOOH ads within a close geo radius to the digital screens. This valuable data was then utilized to collect and measure the brand perception and engagement through a study with StackAdapt Brand Lift.

Digital Out-Of-Home (DOOH)

StackAdapt collaborated with three relevant DOOH partners to ensure coverage in all required locations, including airports, luxury malls, and shopping high streets.

The Creative Studio

The StackAdapt Creative Studio team tailor made DOOH video and static ads that incorporated QR codes that increased engagement, ensuring that the creative elements were optimized for maximum impact in each location.

Outcomes

MOBSTA and StackAdapt continue to redefine success through their ongoing collaboration, delivering impactful campaigns that resonate with audiences.