

Chalk.

Across personal devices there were a number of targeting segments used in order to optimise towards both awareness and sales. For Boots, ensuring the brand was front of mind for Mums was key. We leveraged not only demographic overlays, but also premium white list targeting across major parenting sites and forums.

Syncing strategic digital out of home placements with data driven personal device targeting enabled us to drive 18% more sales than forecast. The campaign drove 63 million impacts across the UK's peak Hayfever season.

Driving awareness of prevention was a key tactic to increase sales. Placing ads around premium entertainment sites and content around UK events, holidays, and day trips opened the campaign wider to all Hayfever sufferers.

Finally, leveraging Boots website pixel data to expand and find lookalike consumers was also a targeting segment in play, along with intent targeting for consumers searching or reading Hayfever relief articles. Creatively, we had to drive synergy across all the channels and devices. Our creative team produced the display assets in HTML5 and built the specifications for the digital out of home placements.



Boots were looking to increase their market share of own branded hayfever sales in-store and online.

Leveraging Boots in-store sales and footfall data, pinpointed the optimal digital out of home 6 sheets locations. As London was a hotspot, we took advantage of postcode targeting across black taxi panels. We were also able to time target based on peak footfall. Monitoring pollen count levels also enabled us to switch on activity to cannibalise on consumer needs when the count was high.



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PERSONAL DEVICE

RESULTS //

10% more clicks to site than forecast. 73% of all impressions were to consumers that had not been to the Boots ecommerce website before.

DIGITAL OUT OF HOME

RESULTS //

Taxi panels delivered 24% more impacts than booked (totaling 35 million) Our 6 sheets which ran for 3 weeks hit 4.5 million impacts.

OVERALL RESULTS //



Hit **87%** of the total UK addressable audience



Thursdays drove the lowest Cost Per Basket and most efficient website traffic volumes



96% of all clicks to the website delivered via mobile devices



18% More sales than forecast



186 City Road London, EC1V 2NT

+44 (0)203 700 3071 // @chalkglobal // chalkglobal.com