

Industry Case Study

Target **DOOH Partners: rVue, GSTV, Verifone Digital**



TARGET

Campaign Objective:

Target looking for something new and innovative to drive traffic to Target autocare aisle.

Proposed Solution:

Reach on-the-go car owners at the gas pump. 58% have planned shopping trips, 25% will go shopping within 2 hours.

Results:

- Bought car polish 128 index (vs. 90 for TV)
- Heavy car polish user 156 index (vs. 101 for TV)
- Turtle Wax Ice Spray sales +25% in Miami, +23% in Atlanta
- Total Turtle Wax sales +45% Miami, +25% Atlanta

