



Case Study

Advertiser	Hilco (UK) Ltd
Campaign objective	Raise the profile of a store in Chatham Outlet Centre and thereby channel more shoppers through it - September 2011.
Format	Using the large format LED screen (25.17 sq metres) outside the centre and supported by two small LED screens (each 0.874 sq metres) inside the entrance to the outlet.
Execution	A one week trial of a digital poster proved successful and the advertisement was rolled over for a further three weeks with artwork changes. The ability to change artwork quickly and efficiently meant the adverts could be used to respond to local market conditions.
Comment	Matt Bone, Marketing Manager, said "Once the campaign started the screens drove a significant increase of shoppers into the store and the ROI was well above our expectations".