

## Factsheet

### geschenkidee.ch – Christmas campaign

The future is digital: more and more companies are specializing in online retailing. Out-of-home media connect the real world with the digital: animated screens in particular are eye-catching and easily visible. Now a study of the Christmas campaign run by geschenkidee.ch in December 2016 demonstrates just how effectively digital out-of-home advertising works in combination with location-based mobile marketing.

The perfect combination to boost online sales: **digital OOH and mobile advertising.**

#### Facts and figures geschenkidee.ch Christmas campaign

**Campaign period:**  
CW50 2016 (12 – 18 December 2016)

**Place:**  
Zurich city

**Medium:**  
Digital OOH, 10 screens, 72-inch + mobile advertising from Adello, four formats

**Budget split:**  
70% outdoor advertising, 30% mobile advertising



## Details of the campaign

For a week in December 2016 we analysed the Christmas campaign run by our clients **geschenkidee.ch**. The campaign featured **ten digital screens** in the city of Zurich showing animated advertising spots for geschenkidee.ch over a period of one week and was given additional support through the use of location-based **mobile advertising** programmed by our partners **Adello**. The mobile ads were broadcast no further than 50 metres away from the screens and were shown in four different formats\*. Digital OOH is an effective generator of reach and the smartphone is a «bridge» and activator.

\*Rectangle, interstitial, banner, leaderboard



 Clear Channel



**Adello**

## Result

Reported by Adello

**Total clicks:**  
**3'143**

**Mobile ad impressions:**  
**627'264**  
(5% above target)

**Click-through rate (CTR): 0,50%**  
**(= +52% above Adello benchmark)**

Comparison of geschenkidee.ch mobile performance  
(CW50 2016 vs. 2015)

**+22% conversion rate**

**+2% sessions**

**+25% transactions**

The click-rate of 0.50% achieved is significantly above the benchmark:

## Digital OOH is an effective driver for a «mobile» response.

Out-of-home advertising has evolved from being a standalone medium to become an access medium for digital and mobile brand activities. Out-of-home advertising is an ideal partner for mobile advertising, working as a powerful driver for immediate responses and interaction.

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