

CAMPAIGN BLUEPRINT

The Retail Campaign Recipe

A programmatic DOOH blueprint for retail product launches.

Best for: New product launches at retail **Channel:** Programmatic DOOH

INGREDIENTS

What this campaign is built from

Objective

Awareness and trial of a new product line at launch.

Audience

Adults 25–45 within a defined radius of participating stores, plus category-interested shoppers nearby.

Media mix

Programmatic DOOH across retail and transit environments, paired with display retargeting.

Locations

Shopping malls, retail parks and transit routes serving those catchments.

Targeting

City selection, retail POIs, time-of-day bursts, and weather triggers where relevant.

THE RESULT

How success gets measured

Three KPIs to track, from broadest to most specific.

REACH

Reach in the store catchment area.

FOOTFALL

Store-visit uplift, measured with Adsquare.

SALES

Sales lift, where measurable.

A NOTE ON THIS RECIPE

Use this as a starting template, not a fixed media plan. The objective, audience and catchment for your specific launch should always shape the final mix.