

## The Brief

Kildare Village Outlet wanted to drive attendance at their 'Private Sale' event where they were offering an additional 20% off existing sale prices for people who registered in advance

They also wanted to create awareness of their Luxury Outlet Boutiques

## The Solution

### Direct Messaging:

Thanks to our intelligent targeting capabilities, we identified over 22,000 ABC1 25-45 year old female Smartphone users living in Leinster and we sent them either a Video Message or an MMS offering them the chance to register online for the Private Sale event.

### Location Based Messaging:

We 'geo-fenced' 15 hot shopping locations throughout Leinster. We layered our target audience demographic information on these locations and sent them an MMS with the details of the upcoming sale and the opportunity to register online from their mobile phone.

## The Results

30,000 targeted messages delivered

130% more registrations than other digital formats

5.5% CTR

*"Working with O2 Media was a great way for us to specifically target affluent customers in hand picked areas across Dublin and in close proximity to Kildare Village.*

*Through this innovative media execution, we were able to deliver a strong awareness of the upcoming sale, drive people to register for the sale and get people to watch the preview video.*

*It was one of the most successful means of getting people to register for the sale with 130% more registrations than any other digital media.*

**Jane Nash,**  
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