



**DON JULIO**  
Heathrow + Gatwick Airport

**+408%**

Sales increase

**+29%**

Footfall increase

Creative: **DCO** Channel: **DOOH**

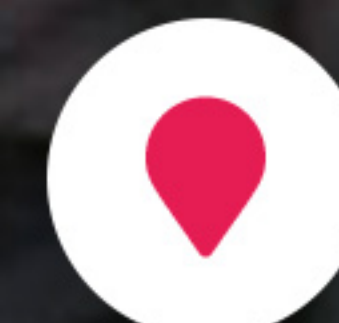
Data points used



Footfall



Time



Location

## CAMPAIGN

Don Julio used StoreBoost to drive awareness and customer visits to Duty Free at Heathrow and Gatwick airport. The campaign targeted travellers on their way to Ibiza with an ad that played out in the 3 hours before departure using a flight data activation. Sales of Don Julio at Duty Free showed significant uplift over the campaign.

## RESULTS

- Dynamic ad using flight data activation
- Sales of Don Julio at Gatwick Duty Free +408% YOY
- Sales of Don Julio at Heathrow Duty Free +76% YOY
- +29% average increase in footfall to store