

Exposure to

# 311 Million Followers

w/ 1,500 Engagements



M|MIG | FABLETICS

Product Line Launch - Case Study

# REGENT ST STORE SUPPORT

Joining forces with Khloé Kardashian, Fabletics launched their new product line with **Edge Digivans**. Available to all Mobile Media campaigns, Fabletics took advantage of a bespoke **targeting strategy** to reach **competitors** within a **20-minute walk**; whilst capturing **PR photography** at London landmarks.

## CAMPAIGN RESULTS

# 17%

Increase in foot traffic in store, attributed to Edge Digivan Activity.

Source: Fabletics, based on customer survey.

# 26%

Increase in flagship store sales over the Digivan campaign period

Source: Fabletics, Regent Street store till data.

## DIGIVAN PERFORMANCE

# 2.5x

Increase in **audience views**, enabled by Fabletics' **full motion DOOH**.

Source: Grand Visual.

# 24%

Increased **audience recall**, provided by Digivans' **stereo audio** capabilities.

Source: Nielsen.

