



# Forever Faster: Firefly Increased Foot Traffic to Puma Flagship Store in NYC by 136%

## CHALLENGE

Puma, one of the world's leading sports brands, was looking for unique opportunities to generate awareness of their first North American flagship store opening on Fifth Avenue in New York City. On a mission to always do better, they chose Firefly's innovative, street-level digital media network to reach shoppers on the busy city streets of NYC.

## SOLUTION

Puma, working in collaboration with Havas Media, designed a campaign built on creative that evolved in sync with the time of day, timing of the store opening, and the Firefly screen location. Pairing bold dynamic messaging with in-motion background graphics, the smart screens lead up to and announced the grand opening and informed consumers as to the new Puma location. The campaign ads were delivered programmatically and continued after the August 29th grand opening, to drive additional consumer foot traffic to their new store.

## RESULTS

The four week campaign reached Puma's target audience on New York's buzzing city streets. Thanks to Firefly's precision targeting and creative solutions, people exposed to the campaign were 1.4x more likely to visit the Fifth Avenue flagship store.

“In an effort to highlight our brand new Flagship retail store on Fifth Avenue, we wanted to reach New Yorkers in a way that felt local and relevant,” said Adam Petrick, Global Director of Brand and Marketing at PUMA. “Havas Media’s strategic insights, coupled with Firefly’s technologies, allowed us to drive awareness of our different product lines among audiences who want to see them.”

136%

Increase in foot traffic to 5th Ave Flagship

1.4x

More likely to visit store after exposed

