



**Denim Dominance:**

**Levi's Ignites +136%  
Increase in Purchase Intent  
with DOOH**



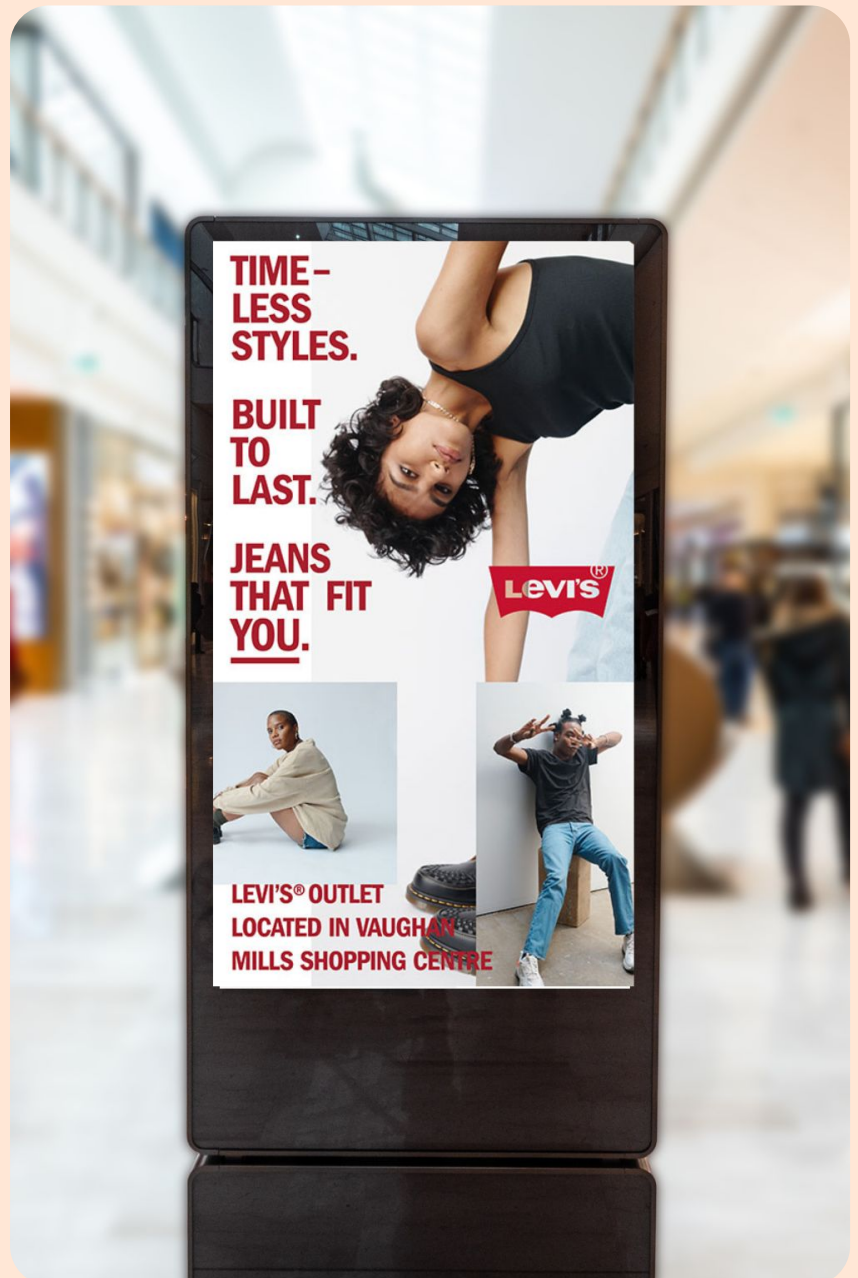
**matterkind**



# Real-world retail influence

Levi's, a pioneering retailer, sought to boost brand awareness, consideration, purchase intent and store visits.

Leveraging programmatic digital out-of-home (DOOH), the brand launched a data-driven campaign, blending analytics with strategic ad placements



Levi's strategically positioned ads on digital screens across streets in major Canadian cities, spanning billboards, bus shelters and malls.

This maximized the brand's visibility, and reached consumers when shopping, style and purchasing were top-of-mind.

BILLBOARDS

MALLS

BUS SHELTERS

# Creative Activation



**Proximity Targeting:** In a targeted approach, Levi's placed ads within a 1 km radius of flagship malls such as Yorkdale, TEC, Polo Park, Rideau and Vaughn Mills, enhancing relevance and engagement.

**Measured Impact:** Comprehensive studies tracked the uplift in brand awareness, consideration, and foot traffic, translating data into actionable insights.



## Powerful Results

---

**+7%** Awareness

---

**+13%** Consideration

---

**+54%** Store Visit Rate

---

**+136%** Purchase Intent



INTRODUCING

**SO HIGH  
AND  
70s HIGH  
JEANS**

**Levi's**

LEVI'S STORE  
LOCATED IN CF POLO PARK  
SHOPPING CENTRE

astral

2040



**vistar media**

[www.vistarmedia.com](http://www.vistarmedia.com) | [info@vistarmedia.com](mailto:info@vistarmedia.com)