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# Supporting the opening of a new flagship store

USING DRIVE TO STORE CAMPAIGNS AND  
FOOTFALL SUPLIFT ANALYSIS

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## CASE STUDY

SUPPORTING THE OPENING OF A NEW FLAGSHIP STORE USING DRIVE TO STORE CAMPAIGNS AND FOOTFALL UPLIFT ANALYSIS

### MAIN CHALLENGE

To support the opening of **its first Italian flagship store in Piazza San Silvestro, Rome**, Starbucks partnered with us to create a **media strategy** which aimed at:

- Increasing **brand awareness**
- **Driving foot traffic to the new store**
- Highlighting the store's uniqueness, dedicated events, and **new menu**

### HOW TO

We supported the brand through a two-month campaign structured in two distinct phases: an initial teasing phase to spark curiosity and interest around the flagship store opening, and a subsequent drive-to-store phase to encourage physical visits to the store. In particular, we focused on different activities such as:

- **Building visibility around the opening** through dedicated awareness campaigns
- Running Local campaigns on Google Ads to **drive online-to-offline micro-conversions**, such as asking for directions to get to the store
- Accurately **measuring** results through **footfall uplift analysis**

### RESULTS

The campaign allowed to reach:

- **Over 6 million geo-targeted impressions** across Rome
- **More than 14,000 direction requests** for the store
- **+57% uplift in in-store visits**
- **+40% increase in Google searches** for Starbucks

## Footfall Uplift Study



TARGETED AUDIENCE



CONTROL AUDIENCE

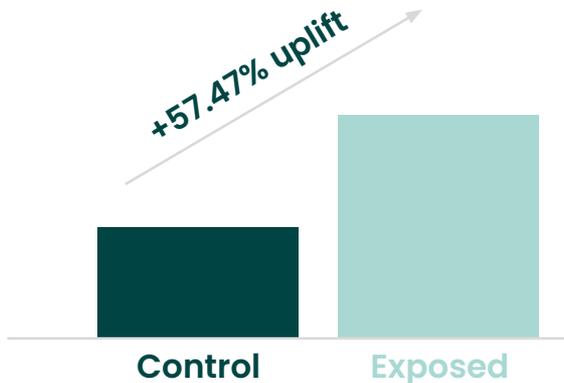
AD EXPOSURE



MEASUREMENT



**+57% visits in store**



WANT TO LEARN MORE?  
LET'S TALK :)

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