



PREVAYL

Case Study

DOOH flexibility supports uplift in sales for Prevatl

The Brief

To launch Prevatl in Greater Manchester- the world's most accurate wearable tech brand, fused with premium sportswear. A three-week campaign, targeting arterial routes into the city, focussing on ABC1 consumers.

The Campaign

Alight Media's D48 presence throughout the city allowed for Prevatl to simultaneously target their key audience and form part of their one day Marathon activation. At short notice presence was increased to further support their social media output and regional TV presence.



Using 11 D48 panels



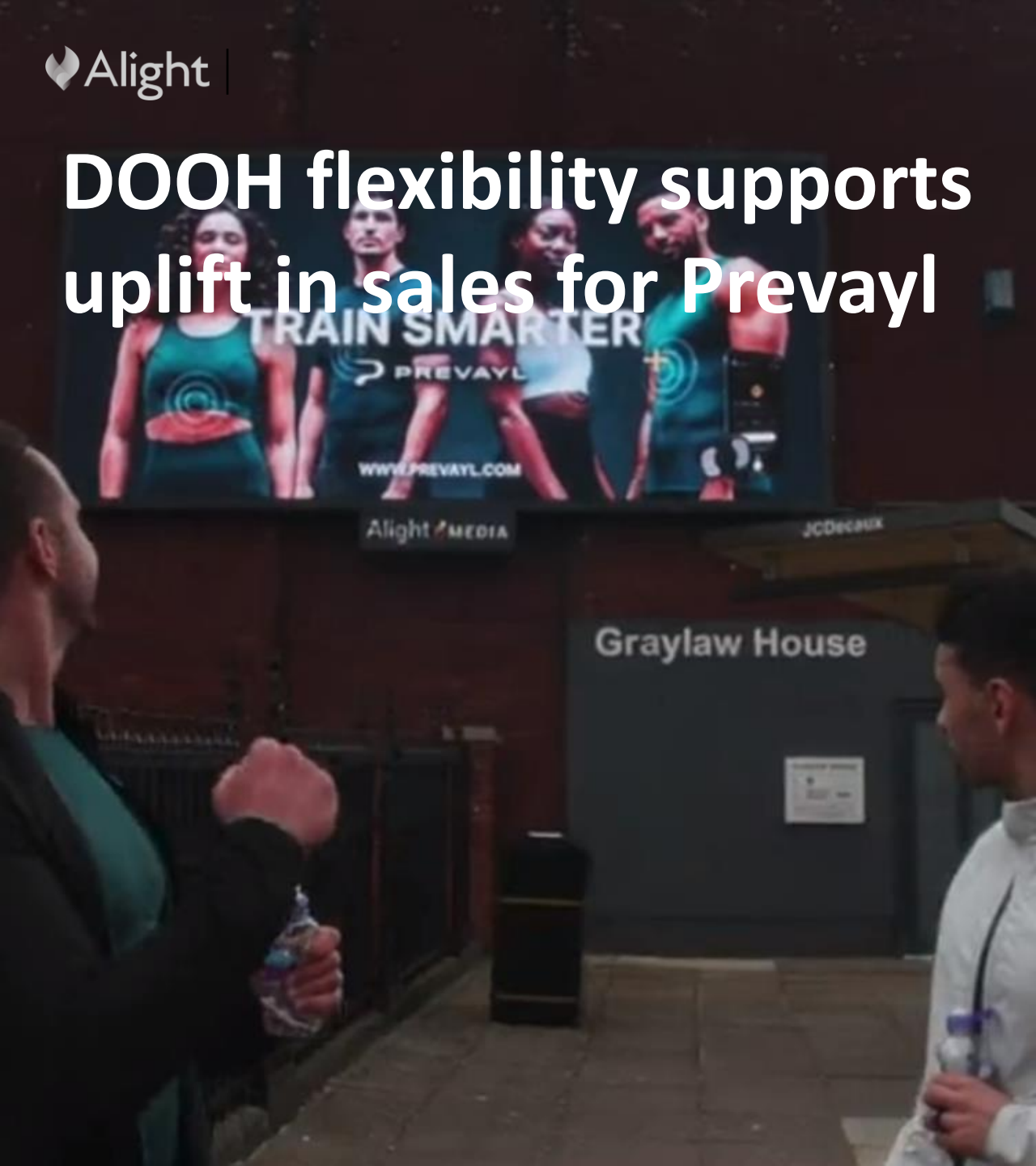
Achieved 2.17m impacts



Plays received



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CAMPAIGN CONTINUED..

Alight worked with Pashn Media to bring Prevatyl's media vision to life. The Prevatyl team took on the challenge of running to all Alight screens in Manchester, covering over 50km and generating amazing PR activity for the brand.

The Challenge: [#WePrevatylTogether](#)

Campaign Dates
28 Feb – 20 March

Format
D48

Rate-card Investment
£31,460



Have you seen our Billboards yet? 🙄

Last week our CEO [@PrevatylAdam](#) & Head of Fitness [@jamiebantleman](#) took on the mammoth task of visiting them all 🤖

They covered 50km, burnt over 6,000 calories and lost a few toe nails in the process.

WHAT. A. DAY 🏃🏻‍♂️👏 [#WePrevatylTogether](#)

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THE RESULTS

Prevayl experienced a significant increase in visits to their website from the Manchester region.

“I’d describe the campaign as being an interesting way to use DOOH, with a partner who was prepared to be way more flexible than others...”

Influencers in the NW region were both much more proactive and much more interested in working with Prevayl – which was great”.

Adam Hopkinson – Founder, Pashn