

WokyoTM

NOODLE BAR

CASE STUDY

ELEVISION

 **Broadsign**

TPS

engage



OVERVIEW

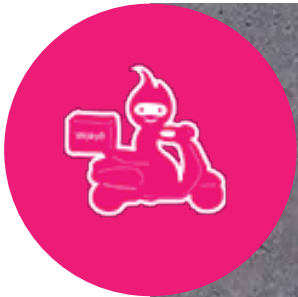
Wokyo is a casual noodle bar with the mission to explore the great noodle tradition of the Far East. Creating noodle dishes with the perfect flavor, texture, aroma and slurp factor is a craft that they honor every day.

Wokyo has two locations in Dubai – their original branch in Jumeirah Lake Towers (JLT) and their new branch near Safa Park Downtown. Although they offer an exceptional dine in experience, they also generate a significant portion of their business via home delivery. Increasing delivery volume was the objective of their campaign with Elevison and is the subject of this case study.

The media assets used in the campaign were part of Elevison's in-elevator network throughout Dubai. Programmatic buying technology was used to enable the tactical deployment of various pieces of creatives according to certain buying conditions. The team at Wokyo used the programmatic demand side platform (DSP) from TPS Engage to plan, purchase and activate their campaign. Elevison uses the Broadsign Reach supply side platform (SSP) to deliver its inventory via programmatic channels.

Results from this case study focus on the performance of Wokyo's delivery business using comparative periods of month-on-month changes (July 2020 to August 2020), as well as month versus month of the same period last (August 2019 vs August 2020). Wokyo did not deploy any Elevison campaigns during these previous comparative periods.



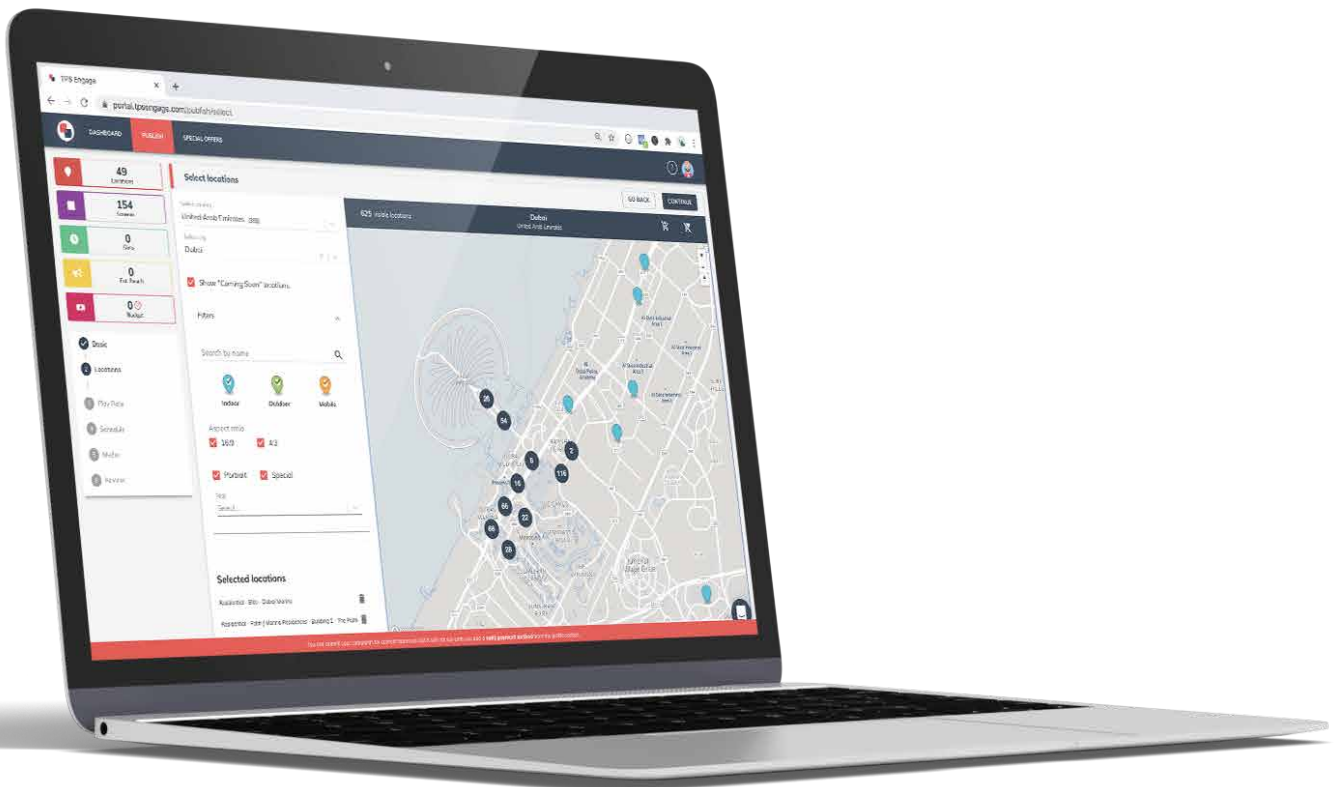


CAMPAIGN DETAILS

Locations:	59	Term:	2 weeks
Screens:	311	Dates:	09 – 22 Aug '20
Unique Reach:	75,212	Frequency:	4 min
Impressions:	504,684	Creatives:	4

The campaign played across 311 screens in 59 locations over a two-week period in August, providing Wokyo with a unique audience reach of over 75,000 and delivering over 500,000 impressions. Elevision screen locations in JLT, Business Bay, Downtown and DIFC were all targeted to reach the relevant audiences in Wokyo's key catchment areas.

TPS Engage's programmatic buying platform allowed the team at Wokyo to deploy custom schedules across the varying locations to take advantage of peak footfall hours. By strategically managing the schedule in residential versus commercial locations, as well as weekdays versus weekends, the buyer was able to ensure maximum audience reach during key periods throughout the day. Ad spots were delivered using multiple pieces of creative according to contextual elements related to both the nearest restaurant location, screen location, audience type and time of day.





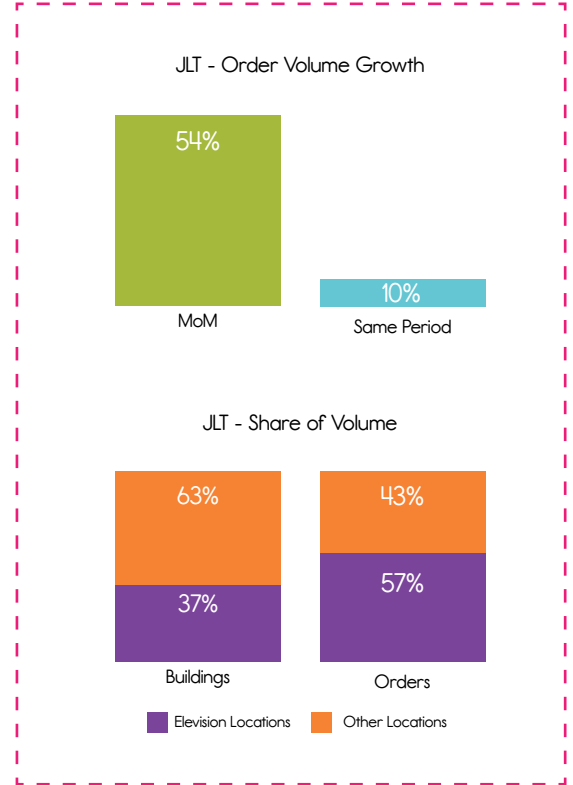
JUMEIRAH LAKE TOWERS

Wokyo's established branch in JLT delivered strong results when evaluating the comparative periods for both month-on-month (Jul'20 vs Aug'20) as well as the same period last year (Aug'19 vs Aug'20).

Total increases in order volume to Elevison locations (buildings with Elevison screens) were up 54% month-on-month and 10% versus the same period last year.

Of particular note is the proportional volume of deliveries to Elevison locations versus other (non-Elevison) locations within JLT during the campaign period.

While Elevison locations only represent 37% of all towers in JLT (26 of 70), orders to Elevison locations make up 57% of total orders in JLT.

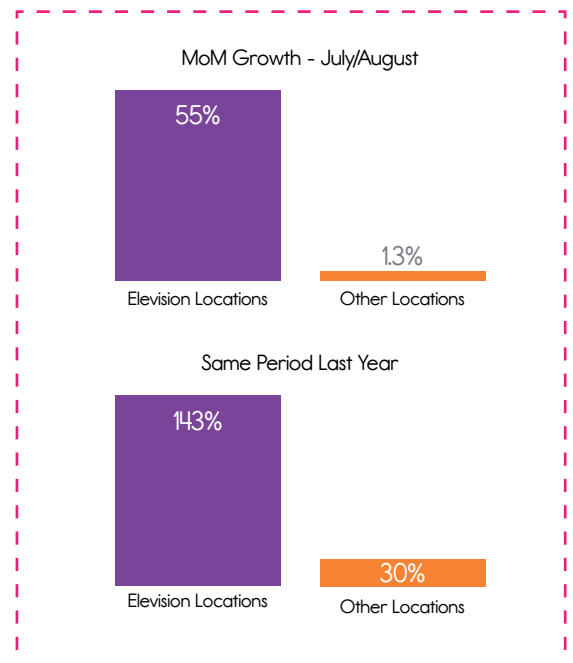


SAFA PARK

Performance of Wokyo's newest branch near Safa Park Downtown also showed exceptional growth in comparative periods, but even more significant is the comparison to other (non-Elevison) delivery locations during the same periods.

Month-on-month performance of the Elevison locations from July to August dwarfed that of the other locations at 55% to 1.3%.

The location comparison over the same period last year (Aug'19 vs Aug'20) again shows a remarkable increase of 143% versus 30% for the non-Elevison locations.



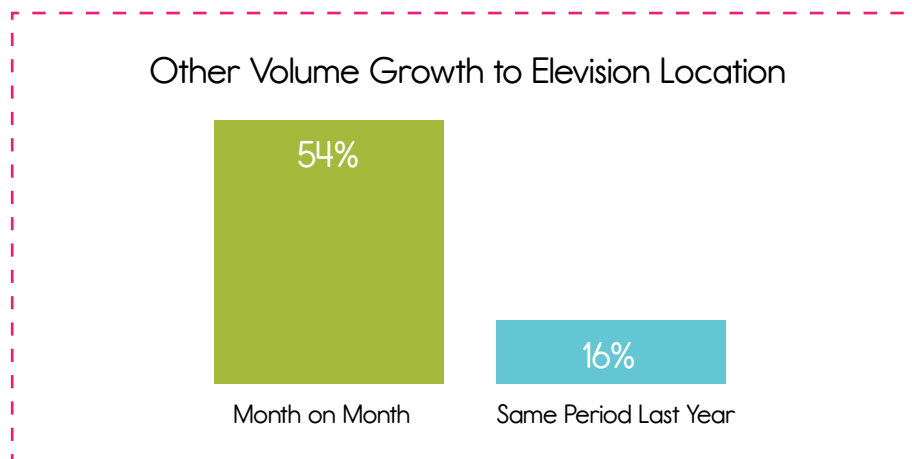


COMBINED RESULTS

When evaluating the total order volume to Elevison locations from both Wokyo branches, significant increases are seen in both the comparative periods.

Order volume to Elevison locations (both commercial and residential buildings) showed increases of 54% month-on-month (Jul'20 vs Aug'20).

Deliveries to those same locations increased by 16% when compared to the same period last year (Aug'19 vs Aug '20).



CONCLUSIONS

The volume of delivery orders was seen to increase significantly to Elevison locations during the campaign period versus those same Elevison locations during the comparative periods. The growth in delivery volume to Elevison locations also showed significant increases over the organic growth to non-Elevison locations during the same periods.

The data surrounding the increases in delivery volume appears to directly attribute the performance growth to the advertising campaigns delivered throughout the Elevison network. The use of the TPS Engage programmatic buying platform, and delivery via the Broadsign Reach supply channel allowed the team at Wokyo to strategically plan and execute their campaign in a highly targeted, contextualized and dynamic way that optimized their budget and maximized audience reach and impact. All these elements were key factors in the campaign's overall performance.