

Case Study – JD Sport



The Background

JD sports are the undisputed consumer destination of choice for sports lifestyle footwear and apparel.

The Objective

To reach passengers arriving in to Newcastle Airport as part of the multi faceted media strategy helping to continue growth in both existing and new markets.

The Location & Date

Newcastle Airport Arrivals, April-Nov 2018

The Execution

Working with outdoor media specialist PSI, we selected a large format eye catching and unmissable wall wrap site. Frequency and reach were extended by the addition of digital screens playing dynamic ads with multiple creatives, these were changed regularly throughout the campaign in line with JD Sports' program to be first to market with new styles.

The Outcome

Due to the excellent result JD Sport have rebooked the campaign for Summer 2019



Large Format Wall Wrap, International Arrivals, Newcastle Airport



Digital Screen, Domestic Arrivals / Departures Corridor, Newcastle Airport