

An aerial photograph of a holiday park. The park features several buildings, including a large central building with a blue roof, and numerous smaller structures. There are swimming pools, a playground with colorful equipment, and many trees. The scene is captured from a high angle, showing the layout of the park and surrounding roads.

Omnichannel Amplification

BIG4 Holiday Parks

BIG4
HOLIDAY PARKS

Ryvalmedia

foxcatcher. _____

V M O

 theTradeDesk®

Connected Omnichannel Campaigns Drive **More Effectiveness**



1.4X

More **attention -
grabbing**



1.5X

More
Persuasive



1.5X

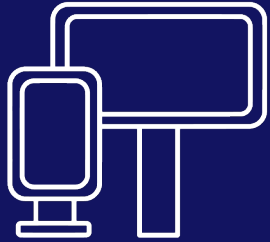
More **likely to
connect**



1.7X

More
memorable

More effective across every metric for consumers compared to disconnected campaigns.



DOOH

Primes audiences by
internalising **brand**
messages



DOOH
consistently drives:



HIGH

Immersion



MEDIUM

Encoding

Omnichannel DOOH
drives:



1.4x

Greater
Attention



1.2x

Greater
Immersion

BIG4 Holiday Parks



Channel Mix and KPI's

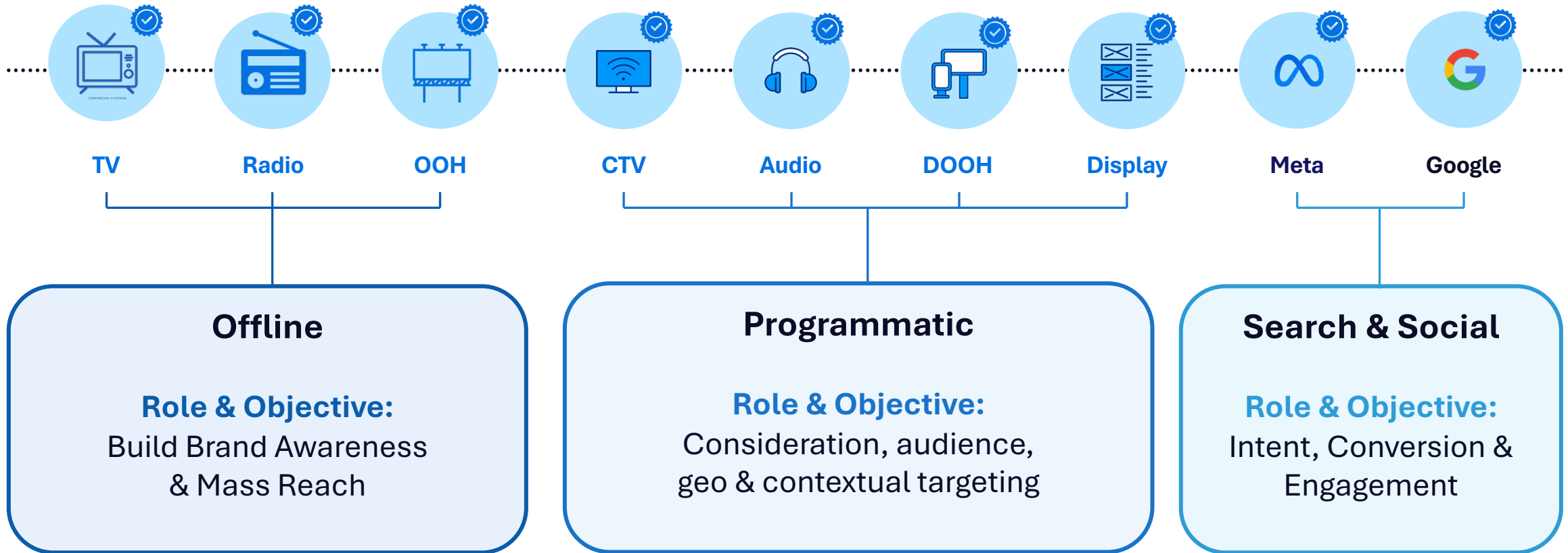


Primary Objective: Brand Awareness

Secondary Objective: Winter Sale conversions

Test & Learn: Can sales messaging adapted from social creative deliver uplift in pDOOH?

Channel Mix and KPI's



Planning and Optimisation **Strategy**



Geo Planning

*State
Metro Vs. Regional*



Screens Planning

*Screen size
Venue Type*



Audience Optimisation

*1st & 3rd Party Data
Time of Day
Day of Week*



Omnichannel Optimisation

*Optimal Mix
AI Optimisations*

Decisioned delivered **-41% Lower CPA** vs. PG
despite CPM being +18.5% higher

The Results



In-Platform
ROAS
19.1X



pDOOH
Contributed
13%
Of total
conversions

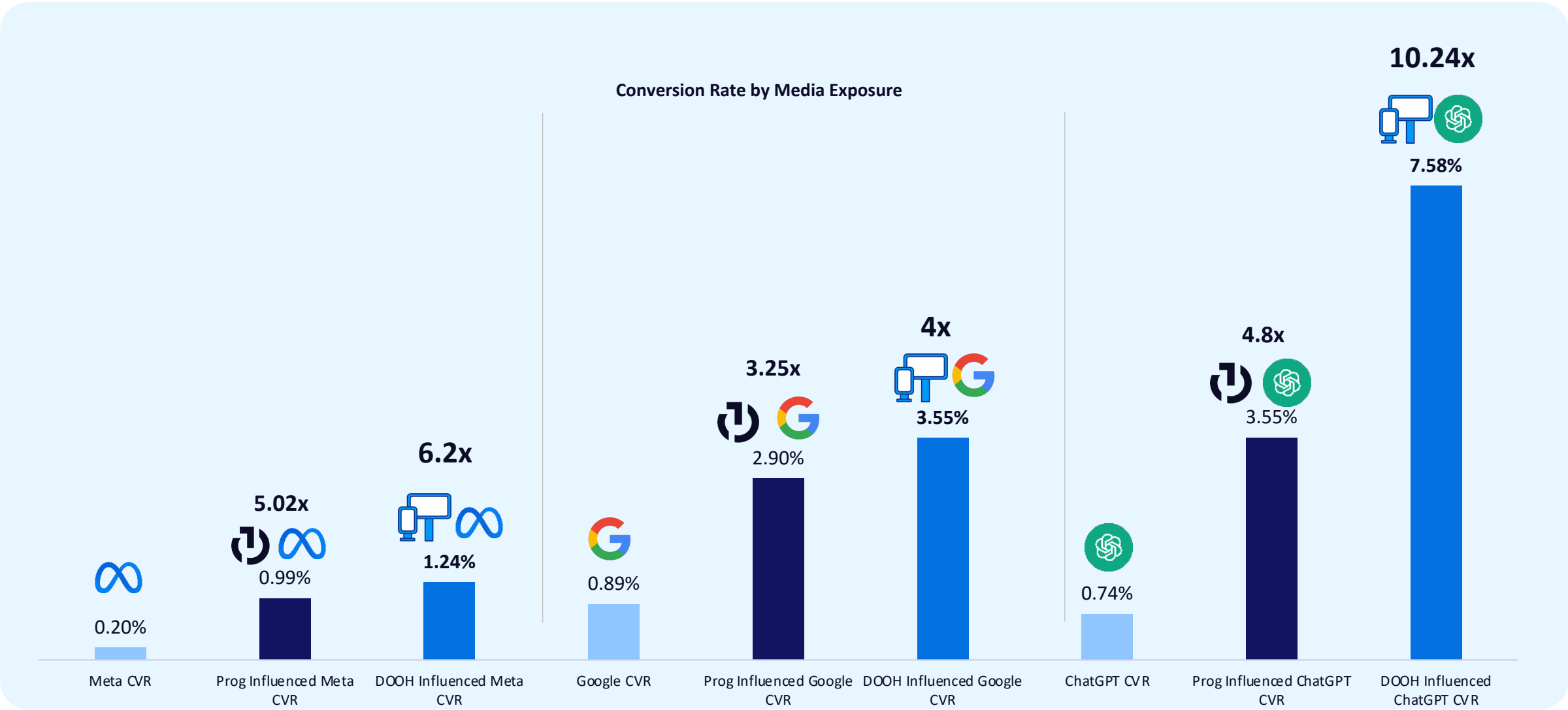


pDOOH +
CTV
+53%
Vs. avg. conversion



Sales
Uplift
+37%
YoY
Winter Sale

pDOOH Investment Had The Strongest Effect On Increasing Overall Search, Social and Organic AI Conversion Rates



Source: TTD Campaign Data. April – June 2026 Conversions are purchases on the BIG4 Website.