

## OMD/ Leroy Merlin

### Leroy Merlin showcases via a digital shop window

#### Background

Our mailboxes know them well. They come tucked away in the Sunday editions of the national papers. With a little bit of advertiser luck, we notice them in line at the supermarket, hoping to catch a second of a shopper's time who will take a catalogue home.

Leroy Merlin, the Spanish superstore specialising in DIY, decorating, gardening and construction, uses catalogues to inform its customers about the latest products. For its "Great Festival of the Home" campaign, Leroy Merlin decided to move its catalogue online, with the goal of communicating offers during the three-week promotion.

The move online was accompanied by special adverts on leading home and decorating websites.

#### Campaign Details

**Advertiser:** Leroy Merlin

**Media and creative agency:** OMD

**MediaMind technology:** Carousel Format, Dynamic Content, Data Capture



“ The challenge was to show Leroy Merlin’s wide range of offers, without requiring the user to click through to the brand’s site. We aimed to turn the banner into a veritable shop window where users can interact, request the catalogue and even watch the campaign video, without having to leave the publisher’s site. The results were very satisfactory in terms of engagement, but the most noticeable thing was the amount of time the user spent interacting with the brand. ”

Raquel López de la Torre | Digital Account Director - OMD



## Implementation

To implement the Leroy Merlin campaign, it was decided to develop a 'carousel' that would include special offers from the three-week promotion. The banner was updated via an XML feed, which displayed 62 different offers depending on the date and the user's response. The significant discounts that Leroy Merlin was offering every day were only applicable during its stores' opening hours on that specific day. Therefore, offers that had already expired were automatically removed from the final communication.

This meant that the message was always relevant. The ad also included a video of the TV spot and, for those users who prefer an experience closer to the analogue world, the possibility of downloading the catalogue in PDF format.



## Results

Using carousel-style browsing, **32,393** views of discounts of the day were recorded for a total of **13,400** products.

The PDF catalogue was **downloaded 2,577 times**.

The Dwell Time<sup>1</sup> was **85.91 seconds**, which is **78% greater** than the benchmark (48.02 seconds)<sup>2</sup>

Thanks to the flexibility offered by a dynamically fed piece of advertising, it was possible to make any modifications in real-time to prices, images and content without needing to stop any live ads.

“ *The objective was to communicate the “Great Festival of the Home” promotion, but in an innovative, visible and flexible way, whilst giving the user the opportunity to find all the information in the piece itself without needing to change sites. With this piece, we were given a challenge, which was to communicate all of the products we had on offer in a single format. The offers changed every week, so the interactive carousel was a suitable option, as it could include the entire brochure, each week's featured products, and the points of sale, the video and lots of other functionalities; this meant that the results in terms of browsing time were surprisingly high.* ”

**Cristina Rodríguez Hortelano** |  
Media Manager - External Communication -  
LEROY MERLIN

<sup>1</sup> MediaMind metrics showing the time the user spends interacting with the brand  
<sup>2</sup> MediaMind Benchmarks of: Q1 '10 - Q4 '10

To see the demo, click [here](#)