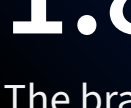


Fine jewellery, dazzling strategy:

Inside Mejuri's Australian retail launch



By leveraging StackAdapt's programmatic technology, Mejuri demonstrated that in a challenging retail landscape, smart strategy is more important than big media investments.



1.87M

The brand achieved 1.87 million impressions at a CPM of \$36.36, turning a modest media investment into an unmissable brand moment across Sydney's CBD.

Partner profiles



Adcreators is a performance marketing agency in Sydney, and part of the Born Creators Group, an independent collective of global agencies. The agency's model is based on four key pillars: Growth, Create, Engage and Optimise.



MEJURI

Mejuri is a global fine jewellery company founded in Toronto in 2015. It now employs over 700 team members across its retail network. The brand is known for its minimalist, everyday designs and accessible price points.



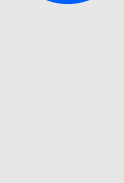
StackAdapt

StackAdapt is an omnichannel advertising solution used by thousands of brands and agencies. The platform combines AI and machine learning with an intuitive user interface to drive high-performing campaigns and business outcomes.

The challenge

Mejuri was set to open its first Australian flagship store in August 2024 at The Galleries in Sydney's CBD. To support the launch, StackAdapt and Adcreators were tasked with driving awareness of the brand's Australian debut among audiences interested in fashion, shopping and jewellery.

However, the brief wasn't just about announcing a new store to a new market. The campaign also needed to build hype around launch day and position the flagship opening as an exclusive, unmissable event.



Achieving this goal meant overcoming several challenges. According to the Australian Retail Outlook report by KPMG and Inside Retail, 2024 was defined by inflationary pressure, shifting consumer behaviour and rising competition across discretionary categories like jewellery. With insolvencies up 14.2% year on year, new entrants faced an especially challenging retail environment.

In this climate, success depended on precise strategy, creative innovation and strong localised differentiation.

The strategy

Positioned within one of Sydney's busiest shopping destinations, The Galleries provided a strong foundation to connect with the brand's target audience, attracting more than 18 million visits annually.

But the brand needed to convert that existing foot traffic and CBD presence into meaningful brand awareness and excitement for the opening. To achieve this, StackAdapt and Adcreators developed a multi-channel strategy designed to reach audiences at key moments throughout their day.

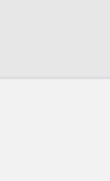
Programmatic digital out-of-home (DOOH) formed the backbone of the campaign. Digital billboards were strategically activated based on location, venue type and contextual signals such as time of day and weather conditions. Unlike traditional OOH, the programmatic approach allowed campaign performance to be monitored and optimised in real time.

✓ Target audience

✓ Programmatic DOOH

✓ Multi-channel strategy

✓ optimised in real time



Localisation also played a central role in the strategy. Rather than repurposing global creative, the campaign featured original Sydney-shot content with local tastemakers. This ensured the campaign felt culturally relevant and authentic across every DOOH placement and display ad.

Executing the campaign

Visually striking placements across Sydney's CBD were strategically situated to target relevant fashion and retail audiences. Dayparting tactics ensured ads appeared during peak weekday foot traffic periods, maximising visibility.

Inside The Galleries itself, the campaign took over the physical environment. High-impact formats included the hero atrium banner—a double-sided, elevated placement visible from three levels. This showpiece was accompanied by door decals, floor decals, and lightboxes—all of which maximised visibility in the week of and following the opening. Messaging centred on the opening date and wayfinding, turning the centre itself into a discovery moment for shoppers who may not have known Mejuri was arriving.

Display retargeting then extended the campaign's reach digitally, re-engaging audiences already exposed to DOOH creative and reinforcing brand recall across channels.



Precision targeting made every impression count. StackAdapt's geo-radius targeting also delivered ads based on consumers' real-time physical location, collecting audiences in and around The Galleries.



Results

With brand awareness and building hype around the store opening the primary objectives, the DOOH campaign running from August to September delivered where it mattered most with the campaign achieving standout results.



1.9M

impressions hit

Across DOOH and display, impressions hit 1.9 million, with 515 clicks across display, at an average CPM of \$36 and a high CTR of 0.10%.



91.3%

of impressions served

The GEO targeting strategy proved its worth with 91.3% of impressions served in Sydney CBD, Haymarket, and The Rocks - the neighbourhoods surrounding The Galleries.



\$46.63

CPM

At a CPM of \$46.63, the spend for these locations was concentrated in exactly the right places.



\$39.31

CPM

Mall placements accounted for 75% of total media spend and 62.82% of impressions, delivering the most efficient CPM of the three venue types at \$39.31, significantly outperforming urban panels (\$69.81) and bus shelters (\$70.20).



9

venues

Across the campaign, nine venues were activated across Sydney's CBD, including four mall venues, ensuring Mejuri's brand was visible at multiple touchpoints within the environments its target audience already frequented.



\$8.69

CPM

Display retargeting recaptured these audiences digitally, delivering a further 517,129 impressions and 515 clicks at just \$8.69 CPM.

Looking Ahead

Mejuri's Australian launch offers a blueprint for brands looking to enter a crowded market and make a big splash.

The campaign's effectiveness came from clever use of DOOH assets, a sharp strategy and the ability to capture their audience's attention at a low cost. The locally inspired creative proved to be the cherry on top. Together, this generated the much-needed hype that propelled Merjuri's launch into the Australian retail market.