

Automobile Club de l'Ouest

Geo- and time-targeted pDOOH campaign to increase brand awareness

Region

Europe

Client

ACO

Partners

JCDecaux, Displayce

THE CHALLENGE

ACO wanted to draw attention to the 24hr Le Mans race by capturing the attention of racing fans at the heart of the action.

THE OBJECTIVE

Increase brand awareness and brand impact.

THE SOLUTION

A pDOOH campaign was deployed for this campaign, activated during the peak hours around the 24hrs Le Mans race. Day-parting was applied, triggering the campaign between 6am-10am, and 6pm-10pm, to be contextually relevant to the target audience. The campaign used strategic geo-targeting at London Heathrow and Liège to reach motorsport fans traveling to the British Grand Prix at Silverstone and WEC events at Spa-Francorchamps.



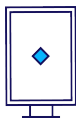
Target audience

- Car and motorbike fans.



Inventory

- Airport and street furniture across the UK and Belgium.



Channels activated

- pDOOH

