

Programmatic showcase

Test and learn approach for the brand using programmatic DOOH

Campaign objective

- Top-of-mind awareness for the Coca-Cola brand among young audiences

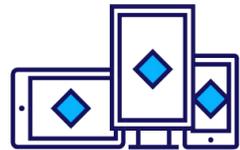
For their campaign in Austria, Coca-Cola wanted to track young people's behaviour through the campaign and deliver impulse to engage with the brand or buy a drink.

With data powered by Adsquare and the Austrian OSA analysis study, it was found that young people are particularly mobile throughout the week with Saturday being a focus day for shopping areas.



Target audience

- Young audiences and urbanites



Campaign specification

- Street furniture nationwide across Austria
- Non-guaranteed



In collaboration with