

VIOOH Programmatic showcase

IKEA

pDOOH campaign with real-time weather triggers

Region

Europe

Client

IKEA

Partners

Gewista, Splicky, Otago

THE CHALLENGE

Reach people precisely at the time when nighttime heat stress is at its peak and the need for cooling is particularly high.

THE OBJECTIVE

Enhance relevance and visibility of the 'Cooling Summer' products and promote them in those moments when heat and poor sleep are prominent in the target audience's everyday lives.

THE SOLUTION

Time windows with a high probability of tropical nights were identified for the campaign. The pDOOH campaign leveraged real-time weather data to automatically activate the creatives after each tropical night in the affected regions, accounting for regional differences.



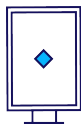
Target audience

- Urban residents across Austria.
- People who sleep poorly on hot summer nights.



Inventory

- Digital screens across Austria.



Channels activated

- pDOOH



viooh.com
hello@viooh.com

Campaign results

60k

Playouts.

870k

Impressions.

28%

Increase in sales of
cooling products.



“

Thanks to the close collaboration with Gewista and Otago, we were able to manage our campaign with precision and impact. By leveraging programmatic DOOH, our cooling-material products were visible exactly at the moments when people suffered most from the heat after tropical nights. This resulted in increased attention and a clearly positive effect on product sales.”

Bettina Bauer
Integrated Media Leader, IKEA