

Tchibo

Multi-channel pDOOH campaign to increase store footfall and drive brand awareness

Region

Europe

Client

Tchibo

Partners

Gewista, Netzeffekt

THE CHALLENGE

Use matcha as a seasonal trend product to attract additional visitors to Tchibo stores in Vienna.

THE OBJECTIVE

Increase store traffic in Vienna.
Build awareness for Tchibo matcha week.
Position Tchibo as a contemporary brand for trend and summer beverages.

THE SOLUTION

Multi-channel pDOOH campaign combining CTV, online video and social media with targeting around Tchibo stores during Tchibo matcha week, to increase awareness, footfall and sales in the coffee bars.



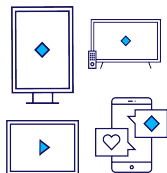
Target audience

- Urban consumers, young adults, and working professionals, lifestyle- and trend-oriented audiences, food and beverage enthusiasts, and people with a strong affinity for new indulgence and summer trends.



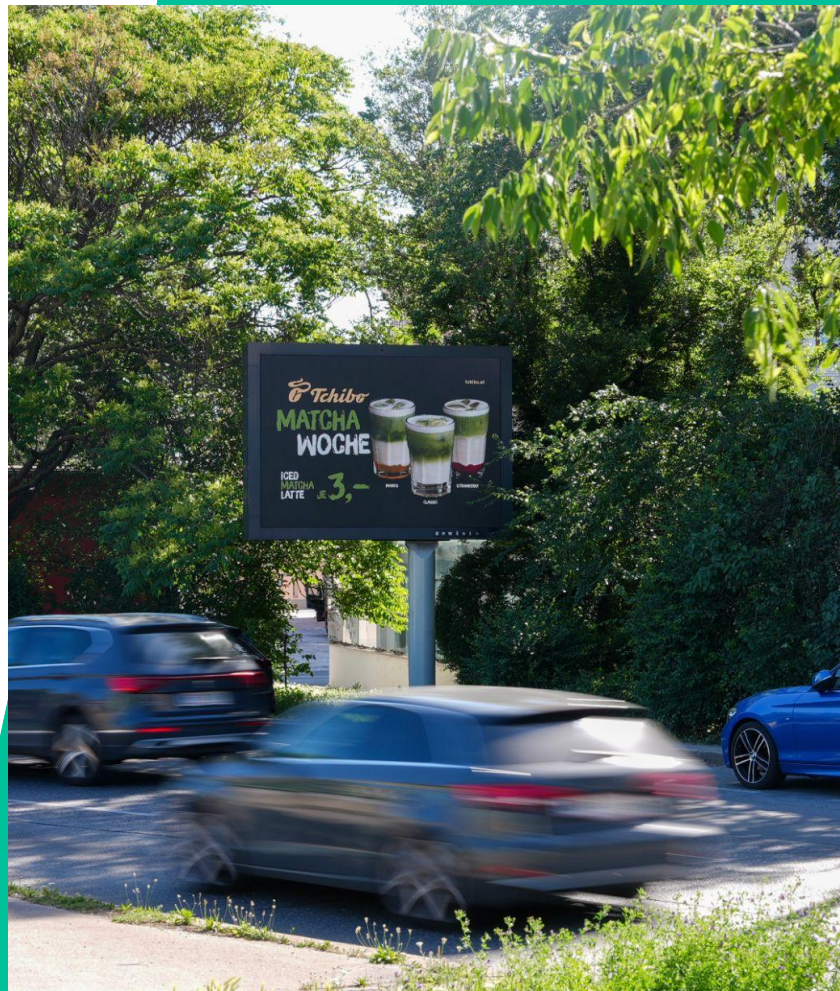
Inventory

- Premium screens on shopping streets
- Vienna underground stations



Channels activated

- pDOOH
- CTV
- Online Video
- Social Media



Campaign results

5.5%

Net sales uplift in
Tchibo coffee bars
during the
campaign period.



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With the Tchibo Matcha Week, we successfully translated awareness for our trend product into relevant store visits. In particular, the hyperlocal pDOOH activation around our stores helped to create new impulses and achieve a new sales uplift of 5.5% in our coffee bars.

Birgit Gänsbacher
Head of Digital Marketing & Brand,
Tchibo