

VIOOH Programmatic showcase

Garnier

Driving everyday SPF consideration with contextually relevant pDOOH

Region

APAC

Client

Garnier

Partners

JCDecaux Australia, WPP Media, Happydemics

THE CHALLENGE

Although awareness of UV risk is high, many consumers still don't apply SPF every day. Garnier set out to reposition SPF as an everyday skincare essential through contextually relevant messaging.

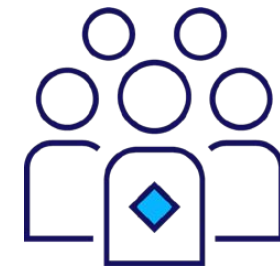
THE OBJECTIVE

Drive behavioral reinforcement by repositioning SPF as an everyday skincare essential rather than a product only reserved for sunny days.

THE SOLUTION

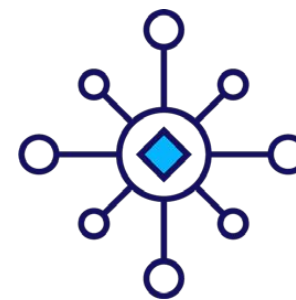
The campaign activated Large Format and Small Format digital screens, combining mobile device IDs with live weather and UV data to identify real-world movement patterns and visits to cosmetic retailers.

Dynamic creative responded in real time to weather conditions, UV levels and time of day, delivering contextually relevant messaging that reinforced SPF as an everyday skincare essential. A high-impact 3D creative execution further amplified the campaign.



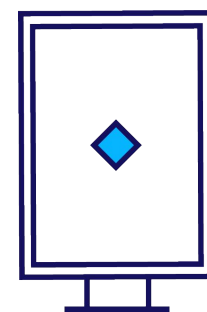
Target audience

- Everyday skincare consumers
- Beauty shoppers
- Urban consumers



Inventory

- JCDecaux Australia's Large Format and Small Format digital screens network



Channels activated

- pDOOH



viooh.com
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Campaign results

+54%

lift in **consideration**

+10%

sales uplift during the six-week campaign

+200%

lift in **brand preference**

+207%

increase in **brand image** among exposed audiences



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“Garnier is a brand rooted in a legacy of pioneering innovation. Our first foray into DOOH for our Vitamin C Daily Tinted Fluid campaign perfectly illustrates our commitment to testing and trialling new formats to bring innovation and market share growth to the brand. We didn't just want to leverage programmatic DOOH to reach more people, but to land a contextually relevant message that would shift perceptions and drive consideration of Garnier in a cluttered category. We didn't just showcase a product; we demonstrated to consumers how the Daily Tinted Fluid integrates seamlessly into their lives. A huge thank you to the Wavemaker Media & JCDecaux teams for helping us set the benchmark on how we engage with our community through digital excellence.”

Bridget Chaur
Marketing Manager, Garnier



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