

Programmatic showcase

Promoting the supermarket's organic food product line to targeted audiences

Campaign objective

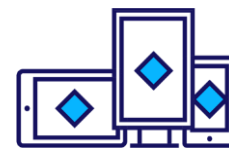
- Build awareness for ALDI's line of sustainable/bio/organic food products

Consumers' expectations towards food quality are growing stronger – especially for organic food. ALDI's campaign objective was to promote their organic GUTbio line together with other organic products in their portfolio. The underlying campaign used third party audience data by AdSquare and focused on extremely relevant pre-targeted audience groups.



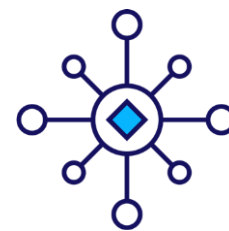
Target audience

- Personas identified as 'Green', 'Nature Lovers', 'Organic & Eco-Conscious' and 'Sustainability'



Campaign specification

- Non-guaranteed deal
- Dates: 23.08.-05.09.2021
- DOOH Formats only 1080x1920



Inventory

- The campaign ran for ALDI SÜD and incorporated larger cities including Cologne, Munich, Düsseldorf and Mannheim

In collaboration with



viooh.com
hello@viooh.com

WallDecaux
Premium Out of Home

+  areasolutions

+

 **HAWK**

+

adsquare



Campaign results

The campaign helped the client to strongly increase awareness across their organic products as a result of accurate audience targeting.

The client observed up to a

+35%

uplift in the target group
vs. no uplift was observed in the traditional OOH
campaign!*

*Source: Adsquare



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“

We are very happy with the result of the campaign and uplift of up to 35%, which only proves the strong value data has for media planning in Programmatic OOH.”

Learco Oestereich
Group Manager DOOH, areasolutions