

VIOOH Programmatic showcase

Uber

A Dynamic Creative Optimization (DCO) pDOOH campaign delivering real-time contextual messaging across Brazil

Region	Client	Partners
LATAM	Uber	JCDecaux Brazil, Displayce

THE CHALLENGE

Standing out during peak commuting periods in Brazil's major cities, where mobility demand and advertising clutter intensify during Q4.

THE OBJECTIVE

To strengthen brand visibility and reinforce Uber's position as a trusted mobility partner during the "Golden Quarter" (Sept 30 – Dec 24), using real-time signals to deliver timely and situationally relevant messaging.

THE SOLUTION

Uber activated an always-on programmatic DOOH campaign across premium JCDecaux Brazil inventory via VIOOH. Using DCO, creative executions dynamically adapted to live environmental and location signals to ensure contextual relevance throughout the day. Dynamic triggers included:

- Weather-based messaging during rain to position Uber as a convenient alternative.
- Temperature triggers highlighting air-conditioned comfort during extreme heat.
- Geographic contextualisation referencing specific commuter routes and urban landmarks.
- Hyper-local placements across high-traffic corridors and transit hubs.



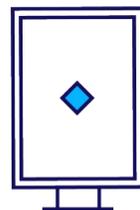
Target audience

- Urban commuters in Brazil's major cities



Inventory

- **734** JCDecaux Brazil screens across public and transit hubs in large cities such as São Paulo, Rio de Janeiro and Brasília



Channels activated

- pDOOH



Campaign results

The campaign drove strong visibility during Brazil's peak Q4 mobility period, with DCO enabling real-time, location-aware messaging across premium urban inventory. By responding to live weather conditions and commuter flows, Uber delivered relevant messaging at scale across key Brazilian cities.

33.7M

Impressions

7.7M

DOOH plays

