

Programmatic showcase

Precise day/ hour targeting

Campaign objective

- Promote the new season of Bake Off Italia to audiences likely to be interested in watching the series

Discovery wanted to harness the power of using programmatic OOH to promote Bake Off Italia, using flexibility of targeting, delivery and creative rotation to match the target audience.

The creative changed dependent on the day and hour to provide an accurate and tailored message to audiences.



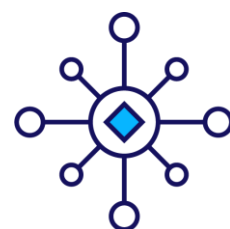
Target audience

- People interested in lifestyle, professionals, high-spending and technology lovers



Campaign specification

- Precise hour/ day targeting



Inventory

- Subways and bus shelters in Milan and Rome



Benefits of trading programmatically

Precision

targeting by specific day, hour and channels

Flexibility

using many different creative asseys to communicate the right message at the right time

Match

targeting people interested in lifestyle content

Campaign results

900k

Opportunity to See (OTS) hit,
matching the client's target



Discovery went on to
sign 3 other shows to
promote via
programmatic OOH
after the results of this
campaign!