

VIOOH Programmatic showcase

HP

First ever paid media activation using programmatic DOOH with real-time football data

Region

Europe

Client

HP

Partners

WallDecaux, The Trade Desk

THE CHALLENGE

HP faced competition in the German printer market, with high category awareness but limited differentiation among the target audience.

THE OBJECTIVE

Drive consideration and purchase intent for HP Smart Tank. Achieve measurable uplifts in brand awareness, ad recall, perceived innovation and purchase intent.

THE SOLUTION

Using DCO and real-time football data, HP's campaign creatives tied product benefits to live football moments, making the brand relevant, timely and memorable across the Fifa World Cup. Creatives were updated every 12 seconds to stay relevant, including live score trackers when matches were on. Precision-focused time-targeting - running ads 6pm-12pm - meant the campaign budget was optimised for spend.



Target audience

- "Comfort seekers" - males 45+ in Germany.
- Tech-savvy, heavy home printers and passionate football fans



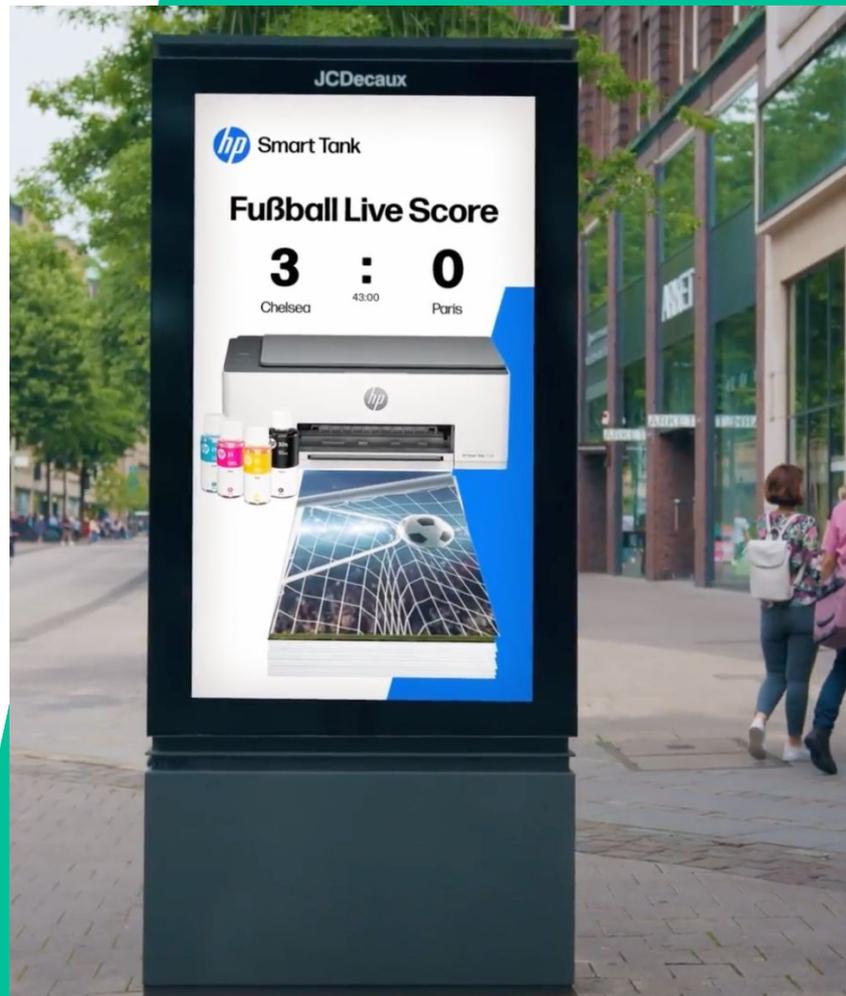
Inventory

- Screens across major football centric German cities: Cologne, Hamburg, Dortmund, Düsseldorf, Stuttgart, Bremen



Channels activated

- DOOH



Campaign results

33ppt

Uplift in **ad recall**
among the exposed
group (46% vs 13%).

20ppt

Uplift in **perceived
innovation** for
dynamic creative.

24ppt

Uplift in **purchase
intent** - 'very likely' - to
purchase HP printers
among ad recognisers.



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“This campaign shows what’s possible when a strong insight meets smart technology and the right partners. By combining real-time football data with programmatic DOOH, our in-house programmatic team, together with WallDecaux and VIOOH, turned everyday moments into highly relevant brand experiences. It was a true collaboration that brought HP’s innovation to life in a way our audience could feel.”

Hannes Slawitscheck
Head of Print Marketing, HP Germany

