

Mugler

Multi-channel programmatic DOOH campaign with 3D visuals

Region

Europe

Client

Mugler

Partners

WallDecaux, Active Agents, YouGov

THE CHALLENGE

Introduce the new Alien Extraintense fragrance to effectively reach the target audience.

THE OBJECTIVE

Boost brand awareness and brand relevance for the Mugler brand.

THE SOLUTION

Mugler executed a multichannel campaign that blended emotional storytelling with dynamic, precisely timed and audience-targeted pDOOH to deliver flexible, high-visibility reach across touchpoints, demonstrating the power of multi-sensory digital brand experience in combination with pDOOH, while a striking 3D visual maximized impact on high-traffic urban screens.



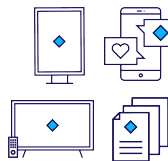
Target audience

- Female 30+ group



Inventory

- Busy urban locations in Berlin, Hamburg, Köln



Channels activated

- DOOH
- Social
- Digital TV
- Print



Campaign results

13%

Uplift in brand awareness.

44%

Increase in relevance at the point of purchase.

77%

Ad awareness among the target audience.

