

Pernod Ricard

Multi-channel Programmatic DOOH campaign using location targeting

Region
Europe

Client
Pernod Ricard

Partners
WallDecaux, Virtual Minds GmbH

THE CHALLENGE

In an already established brand, launch an alcohol-free aperitif tailored to sober-conscious Gen Z consumers.



Target audience

- Gen Z audience.

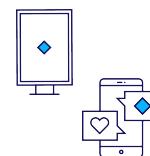
THE OBJECTIVE

Firmly position the new alcohol-free aperitif as an innovative summer drink alternative in the minds of the target audience.



Inventory

- WallDecaux screens in Germany's top 10 cities.



Channels activated

- DOOH
- Social Media



Campaign results

51M

51 million
impression over
3.6 million plays.

1.2%

Increase in
expectations on
the campaign
reach.



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I believe in agile brand management, boldly trying things out, learning and adapting. Together with my team, I successfully staged the launch of Ramazzotti Arancia 0/0% and demonstrated how DOOH can become a game changer for modern brand experiences.

Clémence Kurtz

Head of Brand Management Aperitif,
Digestif & Mixables at Pernod Ricard,
Germany