

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.

THE OBJECTIVE

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

THE SOLUTION

By combining targeted programmatic DOOH with social media amplification and event activations, the campaign ensured continuous, contextually relevant visibility for the Ramazzotti Aperitivo Arancia 0.0% launch across the entire customer journey.



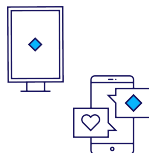
Target audience

- Gen Z 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

