

VIOOH Programmatic showcase

Biotherm

Programmatic DOOH campaign using smart segmentation and proximity targeting

Region

Europe

Client

Biotherm

Partners

JCDecaux España, Publicis Connexion by Zenith, Taptap

THE CHALLENGE

Attract people to a pop-up in the heart of Madrid that merges skincare and training.

THE OBJECTIVE

Build awareness for Biotherm's new hydrating gel: Aquasource+ Electrolyte Dewy Gel.

THE SOLUTION

High-affinity L'Oreal audiences were identified within 1km of the Skin Fitness Studio pop-up. Using proximity targeting, inventory was tiered into two rings (500m and 1km) and optimised "Share of Time" to concentrate the budget when the audience was most receptive.



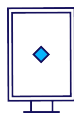
Target audience

- L'Oreal target audience



Inventory

- 49 digital screens in a 1km radius of the Skin Fitness Studio



Channels activated

- DOOH



Campaign results

1.8M+
Total impressions



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