

VIOOH Programmatic showcase

Milka

A programmatic DOOH campaign capturing LaLiga fans pre- and post-match

Region	Client	Partners
Europe	Milka	JCDecaux España, Taptap, Spark

THE CHALLENGE

Cut through a crowded football sponsorship landscape and integrate Milka into the match-day ritual of every stadium bound fan.

THE OBJECTIVE

As an official sponsor of LaLiga, Milka wanted to accompany supporters on their football journey, strengthening its bond at moments of high emotion for the audience.

THE SOLUTION

A pDOOH campaign was deployed with time-parting, activating exclusively during peak engagement windows: two hours before and the hour after each match. This precision-timing programmatic strategy delivered a share of time three times higher than conventional campaigns and boosted audience reach by 90%.



Target audience

- Football fans



Inventory

- 120 screens located close to the Levante, Espanyol, Sevilla, Athletic Club and Real Madrid stadiums.



Channels activated

- pDOOH

