

VIOOH Programmatic showcase

Sibuya

Innovative use of DCO and UGC in programmatic DOOH to drive restaurant visits

Region

Europe

Client

Sibuya

Partners

JCDecaux Spain, Glocally, Alium, Appcelerate

THE CHALLENGE

Sibuya faced the challenge of cutting through the noise to position its Santa Engracia 70 location as the preferred destination for both locals and tourists amidst a sea of dining options.

THE OBJECTIVE

The campaign aimed to bridge the 'fourth wall' between the digital conversations happening on Instagram and the physical journey of a pedestrian on the street.

THE SOLUTION

A pDOOH campaign utilising DCO was deployed. Creatives contained real-time counts of likes and comments from Sibuya's Instagram, which contributed to authentic UGC. The ads were time-parted, only triggered during peak 'hunger hours' allowing for maximum relevance, drawing consumers to the restaurant. Activation was complemented by digital audio to reinforce brand recall. Seamlessly adapting Instagram activity into DOOH creatives built a cohesive "Social-to-OOH" bridge, effectively leveraging digital engagement to drive new audiences to physical locations.



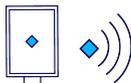
Target audience

- Locals
- Tourists



Inventory

- Screens around 6 key Metro stations and street locations near the Santa Engracia 70 location



Channels activated

- DOOH
- Audio
- Social Media



Campaign results

10%

Increase in sales in the first week of activation in the Santa Engracia 70 location.

5%

Sales uplift in the following weeks.

0.12%

CTR.

