SNCF Réseau

Trigger-based and data-led programmatic DOOH campaign

Region
Île-de-France

Client
SNCF Réseau

Partners
Mediatransports, Havas, Displayce

THE CHALLENGE
SNCF Réseau faced the challenge of diluted messaging in previous campaigns due to the lack of data to isolate student audiences from the general commuting public.

THE OBJECTIVE
Increase awareness of SNCF Réseau's recruitment opportunities among students and recent graduates in high-mobility areas across the Paris region.

THE SOLUTION
To achieve maximum efficiency, the campaign utilised Mediatransports' proprietary DMP to trigger ad delivery exclusively on screens and during time slots where student density was highest. By applying audience suppression to minimise waste and overexposure, this data-led approach ensured an ultra-optimised, highly relevant recruitment message reached the right audience at the most impactful moments.
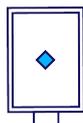
Target audience
– Students
– Recent graduates

Inventory
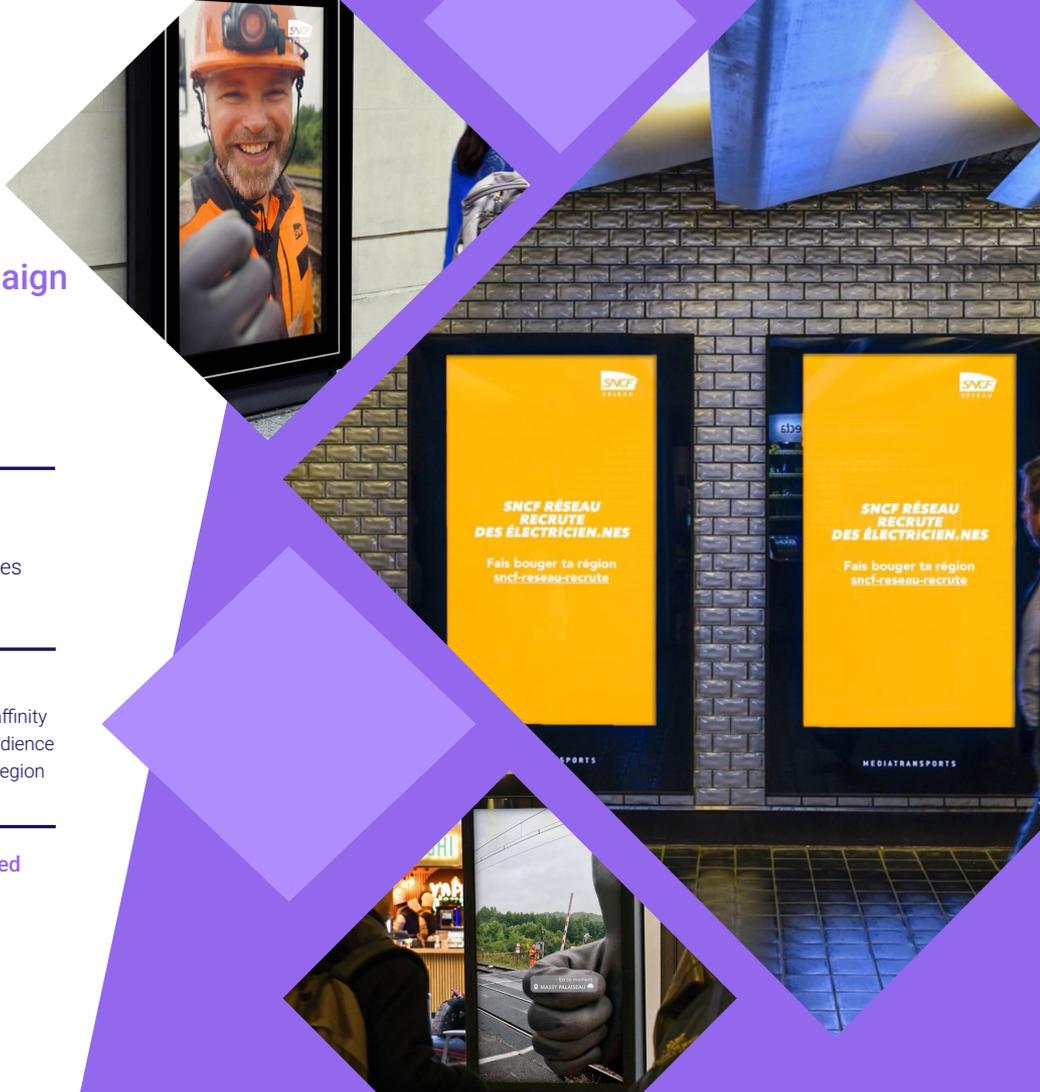– Screens with an affinity with the target audience across the Paris region

Channels activated
– DOOH

VIOOH Programmatic showcase

Campaign results

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3.7M Impressions.