

Wilson

pDOOH campaign with smart geo-targeting to increase international presence

Region

Europe

Client

Wilson

Partners

Displayce, Adsmurai, JCDecaux France, Media Transports, happydemics

THE CHALLENGE

Wilson wanted to become front of mind during fan journeys at the Roland Garros tennis tournament, aiming to increase international presence.

THE OBJECTIVE

Reach tennis fans throughout their journey at Roland Garros.

THE SOLUTION

To maximise reach and conversion, fans were targeted at key fan touch points in Paris, from CDG airport to the Roland Garros entry/exit points and transit lines, all controlled by dayparting to align with peak audience travel times. High-impact creative featuring a QR code adapted to the tournament context, providing fans along their journey with an immediate, seamless path to purchase the tournament's official tennis ball.



viooh.com
hello@viooh.com



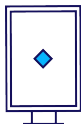
Target audience

- Tennis fans, particularly those attending Roland Garros.



Inventory

- Urban panels, train stations, subways and airports across 92 DOOH screens in Paris near Roland Garros.



Channels activated

- DOOH



Campaign results

54%

Of brand attribution was generated as a result of the creative, tailored specifically to the Roland Garros context.

+26pts

Uplift in brand familiarity.

+25pts

Uplift in consideration.



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Programmatic DOOH was instrumental in making Wilson's presence felt during Roland Garros. By combining precise geo-targeting and contextual creative and smart dayparting, we were able to meet tennis fans at every key moment of their journey, from the airport to the stadium gates! The uplift in brand metrics speaks for itself and proves that data-driven storytelling in premium environments delivers real impact.

Giancarlo Arena
Head of Programmatic, Adsmurai

