

VIOOH Programmatic showcase

Giga

Contextually relevant programmatic DOOH based on real-time weather information

Region

APAC

Client

Giga

Partners

JCDecaux Singapore, The Trade Desk

THE CHALLENGE

Giga, a mobile service provider, wanted to stand out in a competitive market by capturing audience attention during monsoon season with unique, timely, weather-based messaging for maximum engagement.

THE OBJECTIVE

Reward existing customers and attract new users, including competitors' customers, by offering added value.

THE SOLUTION

The integration of weather data delivered real-time, ads featuring visually striking images of the brand's mascot, tailored to sunny or rainy conditions, gifting customers free mobile data whenever it rains. This award-winning campaign earned Silver at the MARKies Awards Singapore 2024 for 'Most Effective Use of Out-of-Home.'



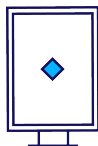
Target audience

- Existing customers
- Potential customers
- Competitor users



Inventory

- Bus shelters
- ION Orchard



Channels activated

- prDOOH



Campaign results:

23M

Gigabytes of data redeemed mid-campaign performance



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