VIOOH Programmatic showcase

LEGO

World Cup centred programmatic DOOH campaign to drive store visits

Region	Client	Partners
Mexico	LEGO	JCDecaux Mexico, Moving Walls, Starcom

THE CHALLENGE

To generate relevance and visibility for LEGO, connecting passion for soccer with the brand in a highly competitive environment and ensuring the campaign stood out beyond traditional digital channels.

THE OBJECTIVE

To become part of soccer culture and become part of the World Cup memories. To boost awareness and consideration of LEGO among boys aged 9-12, strengthening the brand's association with soccer culture.

THE SOLUTION

DOOH allowed the campaign's presence to be amplified through strategic high-traffic locations, generating massive and consistent exposure for the target audience, managing to reinforce LEGO's key messages, increasing brand recall, and complementing digital efforts to build awareness and consideration.

Target audience

- Boys aged 9-12, passionate about soccer in general and the culture surrounding the sport.

Inventory

- Digital screens - billboards, kiosks and malls.

Channels activated

- pDOOH



viooh.com
hello@viooh.com

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Campaign results

4,400+
Total attributed store visits to 8 LEGO stores in Mexico.

800+
Visits to the top visited LEGO Store in Santa Fe.

555
Average attributed visits per LEGO store.

75%
Of visitors belong to High/Medium-High socioeconomic tiers (A/B+C+ segment). This segment represents 3 out of every 4 attributed visits, confirming alignment between brand positioning and target audience.



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