VIOOH Programmatic showcase

Apetina

Multi-channel pDOOH campaign to drive store visitation using trend-led creatives

Region	Client	Partners
Europe	Apetina	JCDecaux Norway, Arla Foods, Spotzi

THE CHALLENGE
Grow awareness of its products for hot cooking by moving consumers beyond cold uses at moments when they're deciding what to cook.

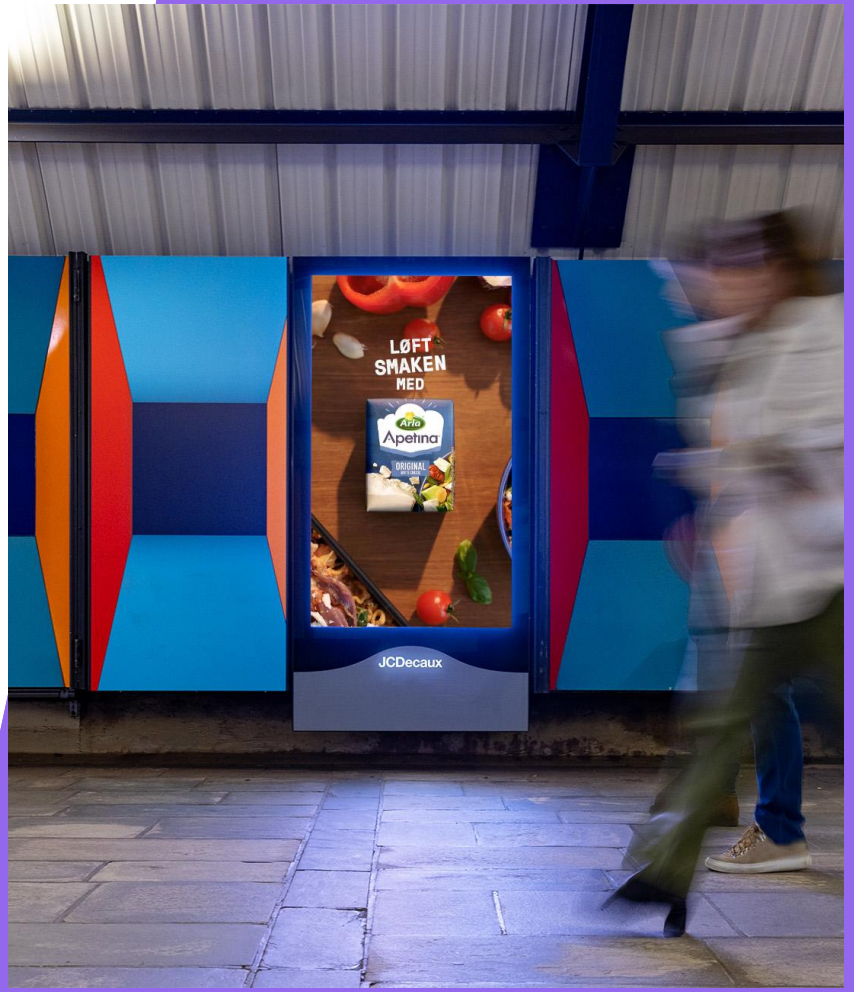
THE OBJECTIVE
Drive visitation to stores by inspiring casual, creative cooks with an Apetina-style take on the trending 'baked feta pasta' recipe and turn that inspiration into trial.

THE SOLUTION
The campaign used a point-of-sale-driven approach, with precise day- and time-based targeting during commuter prime time. Screens delivered the recipe inspiration as audiences travelled home and planned their evening meal, nudging them from inspiration to action in store. pDOOH ran alongside Snapchat, Meta, TikTok, streaming and YouTube, and proved a strong addition to the channel mix.

Target audience
- Casual, creative home cooks and commuters.

Inventory
- Digital screens near grocery stores and along commuter routes.

Channels activated
- pDOOH
- Social



viooh.com
hello@viooh.com

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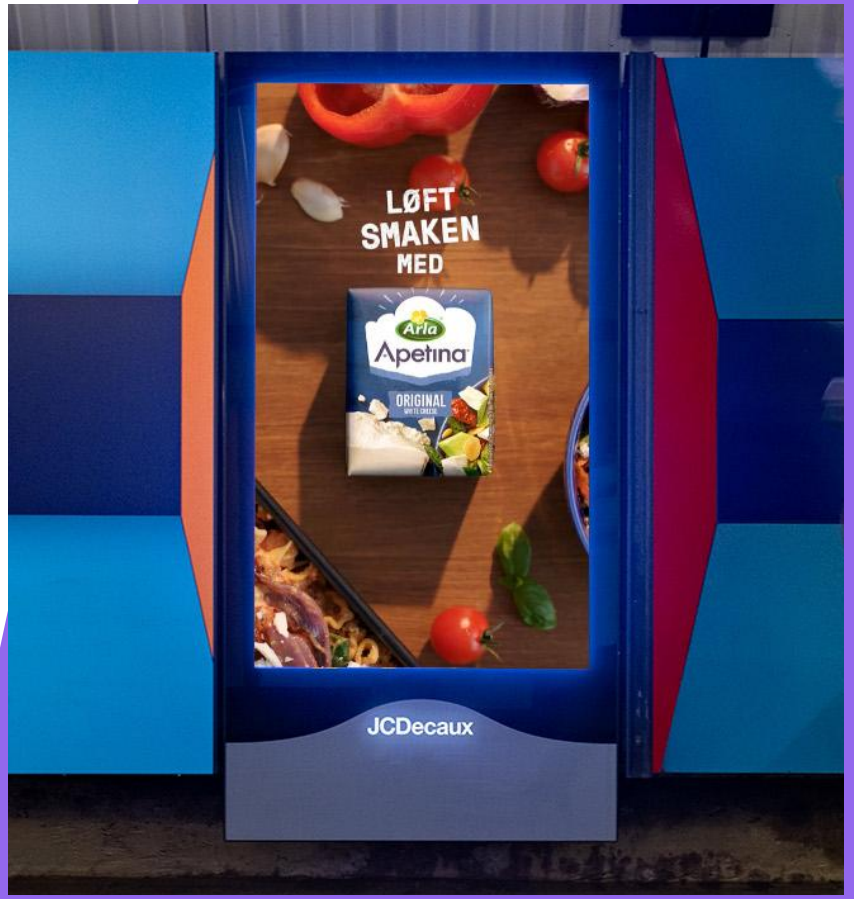
Partners
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Campaign results

6.59%
Lift in visitation.

229.7K
Incremental store visits.

72.54%
Lift in visits across all Apetina pDOOH activity.



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