VIOOH Programmatic showcase

Arla Protein

Location-based pDOOH campaign to drive awareness and trial

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

THE CHALLENGE

Strengthen brand awareness and build motivating associations for the brand, while bringing new buyers into the category.

THE OBJECTIVE

Build brand awareness and positive brand associations. Support penetration growth by increasing visibility and encouraging purchase consideration.

THE SOLUTION

The pDOOH campaign focused on proximity, activating screens close to the point of purchase and in high-traffic venues where the audience is already in an active, on-the-go mindset. This connected the brand message to relevant consumption moments and drove both awareness and trial in an efficient, context-driven way.

Target audience

– Active, on-the-go consumers.

Inventory

– Screens close to Arla Protein stockists and in high-traffic venues.

Channels activated

– pDOOH



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Campaign results

22.81% Lift in visitation.

297.7K Incremental store visits.



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