

## Castello

Proximity-based programmatic DOOH campaign to cut through seasonal noise

### Region

Europe

### Client

Castello

### Partners

JCDecaux Norway, Vistar Media, The Barn: Arla Norway

### THE CHALLENGE

Cut through the noise, stand out against other brands competing for attention during Christmas. Bridge the gap to purchase by positioning Castello as a meaningful solution for the stressed out gift-giver.

### THE OBJECTIVE

Transition Castello from a simple grocery item to a thoughtful DIY gift for the Christmas season, becoming a moment worth sharing.

### THE SOLUTION

A multi-channel campaign was deployed across programmatic DOOH, online video and social media to bridge the gap between physical and digital environments. Precision proximity targeting was used to fence screens 250m to stockists and the campaign was time and day parted to run 10am-10:59pm Monday-Saturday, active shopping hours.



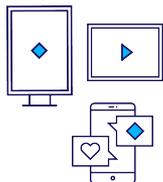
#### Target audience

- "Food experience creators"



#### Inventory

- Rail, metro, tram, malls
- High-traffic malls were prioritised



#### Channels activated

- DOOH
- Online video
- Social media



### Campaign results

**70.78%**  
Visitation lift  
compared to the  
pre-campaign period

Specific provinces  
showed a  
near-twofold increase  
in visitations e.g.  
97.01% in Hamar,  
88.08% in Tromsø

**5.2 million**  
Impressions

