VIOOH Programmatic showcase

Cocio

Multi-channel pDOOH campaign with strong visitation uplift

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

THE CHALLENGE

Cocio was revitalising its brand with a refreshed design identity and a new communications platform. It needed to put that new look in front of its core audience at scale and turn renewed visibility into brand trial.

THE OBJECTIVE

Boost brand awareness and drive product trial following the launch of the refreshed brand identity and communications platform.

THE SOLUTION

pDOOH added contextual relevance at scale, reaching consumers in real-world moments through day- and time-based targeting, proximity to the point of sale and carefully selected venue types. This kept the brand highly visible during key consumption windows while nudging shoppers closer to purchase. pDOOH ran alongside YouTube, Meta and Snapchat to ensure strong reach for the new platform among the core audience.

Target audience

- Young, fun seeking and spontaneous adults aged 20-25.
- Broader audience aged 18-44.

Inventory

- Digital rail, metro, roadside and mall screens.

Channels activated

- pDOOH
- Social



viooh.com
hello@viooh.com

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Campaign results

32.5% Lift in visitation.

6.78M Total impressions .



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