VIOOH Programmatic showcase

Starbucks

Multi-channel pDOOH campaign using time parting and proximity targeting

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

THE CHALLENGE

Starbucks needed to build awareness for the new Tripleshot range and drive trial quickly at launch.

THE OBJECTIVE

Support the launch of the new Tripleshot range by boosting awareness and driving trial among the target audience.

THE SOLUTION

The campaign was time parted to the morning rush and on the go moments when energy needs are highest. Screens were selected in high-traffic commuter areas and shopping centres within 250 metres of Tripleshot stockists, keeping the message close to the point of purchase to maximise relevance and conversion. pDOOH ran alongside Meta, TikTok and YouTube to secure broad reach and strong frequency throughout the launch period.

Target audience

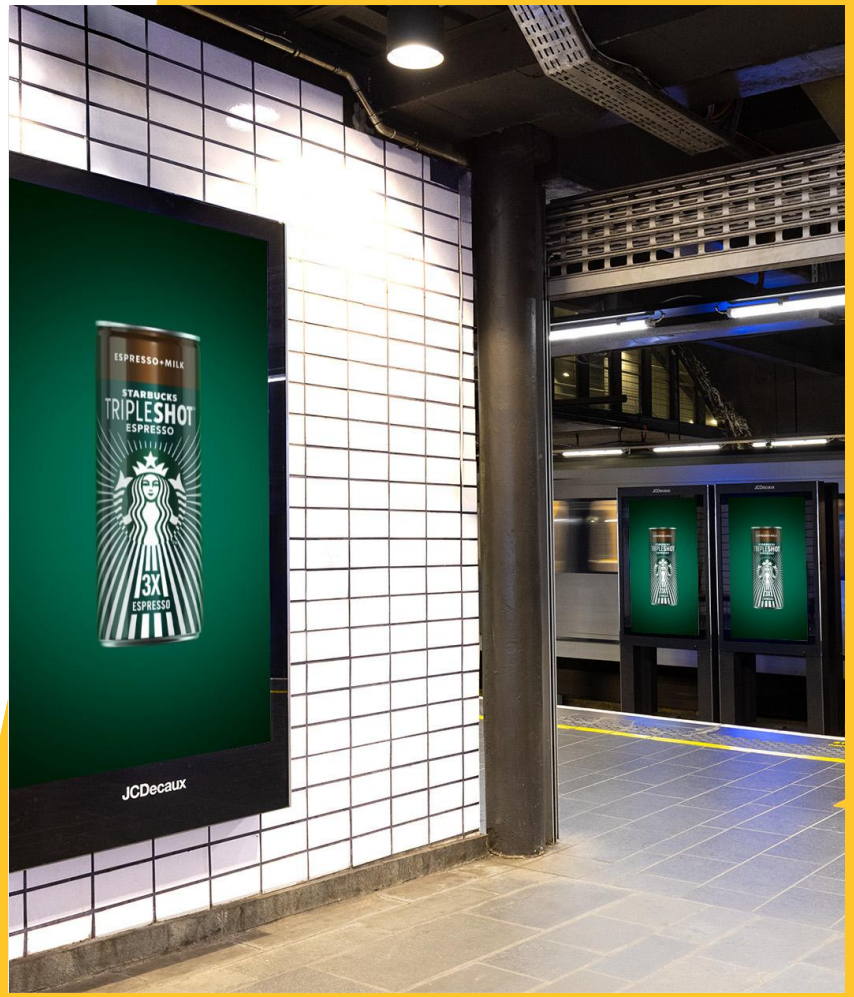
- 18-44 year olds.

Inventory

- Screens within a 250-metre radius of stockists of Tripleshot.

Channels activated

- pDOOH
- Social



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hello@viooh.com

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Campaign results

41.7% Lift in visitation.

145.3K Incremental store visits.



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