

## Picadeli

### Route-based pDOOH campaign utilising proprietary audience surge measurement during Stockholm Marathon

#### Region

Europe

#### Client

Picadeli

#### Partners

JCDecaux Sweden, VantageOOH, Scream Gothenburg

#### THE CHALLENGE

Maximise Picadeli's brand visibility, capitalising on the crowds of the Stockholm Marathon. Prove the tangible, unmeasured media value generated by live event surges that traditional metrics often miss.

#### THE OBJECTIVE

Quantify the exact audience uplift and extra media value delivered in real-time during the event to demonstrate ROI efficiency.

#### THE SOLUTION

JCDecaux handpicked premium street and roadside DOOH frames directly along the Stockholm Marathon route, with Scream Gothenburg strategically targeting these screens before, during, and after the race. VantageOOH utilised its proprietary surge uplift technology to measure actual audience delivery against baselines, providing data-driven proof of the campaign's extended reach.



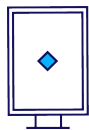
#### Target audience

- Stockholm Marathon crowds



#### Inventory

- Street and roadside screens along the Stockholm marathon route



#### Channels activated

- pDOOH



#### Campaign results

37%

Crowd surge above baseline at the DOOH screens running the campaign.

90%

Marathon critical locations like Stadion and Musikhögskolan surged by almost 90%.

