

## Ubisoft

### Multi-market programmatic DOOH campaign to drive brand awareness

<b>Region</b>	<b>Client</b>	<b>Partners</b>
Europe & Oceania (Australia)	Ubisoft	Displayce, JCDecaux, WallDecaux, Artefact, Adsquare, Happydemics

#### THE CHALLENGE

Ubisoft wanted to stand out in a peak season when every brand is competing for attention to promote Just Dance 2026.

#### THE OBJECTIVE

Drive brand awareness for the gaming industry across the UK, France, Germany and Australia.

#### THE SOLUTION

A 4 way multi-market campaign was deployed on screens within a 200m-1km radius of 408 specific locations to key retailers. High energy visuals featured local retail partners, making the campaign relevant across all markets. The campaign was day parted to the Christmas shopping window and was optimised for peak shopping hours, reinforcing purchase intent.



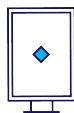
#### Target audience

- Parents and families with a high affinity for gaming and entertainment.



#### Inventory

- 670 digital screens across Retail, Grocery, Malls, Transit and Outdoor across all 4 markets.



#### Channels activated

- DOOH



## Campaign results

**7.1M** Impressions.

**+26pts** Average uplift in consideration.

**33%** Average ad recall.



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Programmatic DOOH played a key role in our multi-market strategy for the launch of Just Dance 2026. By combining precise geo-targeting around strategic retail zones, we were able to capture the attention of players and families at the heart of their purchase journey, from high streets to shopping malls. The encouraging uplifts in our brand metrics prove that a data-driven DOOH approach generates a real impact on consideration for this type of title.

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