

L'Oréal Elvive

Programmatic DOOH campaign combining Dynamic Creative Optimisation (DCO) with real-time football data

Region Europe
Client L'Oréal Elvive
Partners L'Oréal Paris, Elvive, JCDecaux UK, Vistar Media, Arsenal FC, Publicis Groupe

THE CHALLENGE

As the official hair care partner of Arsenal FC, L'Oréal Elvive wanted to go beyond traditional sponsorship.

THE OBJECTIVE

Promote the Elvive Growth Booster range, bridge the gap between high-performance sports and haircare, and reach fans at the height of emotional engagement.

THE SOLUTION

The campaign leveraged dynamic triggers, including real-time score updates and kick-off countdowns. Screens were selected around Wembley Stadium during the Carabao Cup final to deliver contextually relevant creatives at peak moments, driving brand sentiment and measurable sales uplift.



Target audience

- Arsenal FC and football fans.



Inventory

- Street furniture and digital screens around Wembley stadium



Channels activated

- pDOOH



Campaign results

34%

Increase in awareness.

32%

Increase in consideration.

27%

Increase in purchase intent.

5.3%

Sales uplift.

