VIOOH Programmatic showcase

Morrisons

Programmatic DOOH campaign utilising DCO, proximity and audience targeting

Region	Client	Partners
UK	Morrisons	Mobsta Ltd, Publicis UK, JCDecaux UK, The Trade Desk

THE CHALLENGE

Cut through the heavy seasonal noise of Ramadan by delivering hyper-relevant, time-sensitive messaging that captures consumer attention.

THE OBJECTIVE

Increase awareness of Morrisons during Ramadan.

THE SOLUTION

This campaign targeted households observing Ramadan within a 20-minute drive of Morrisons, utilising Mobsta's geo-behavioural data to pinpoint high-indexing areas. By integrating Flux Outdoor DCO for real-time scheduling, the creative remained relevant to daily observances across two strategic bursts: the start of Ramadan in February and the concluding celebrations in late March.

Target audience

- Households observing Ramadan

Inventory

- JCDecaux D6 roadside screens

Channels activated

- DOOH
- Audio
- Display



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