

VIOOH Programmatic showcase

Piri

Weather-triggered programmatic DOOH campaign

Region

Europe

Client

Piri

Partners

JCDecaux UK, Haleon, Spark Foundry, Publicis Le One, Vistar Media, Circana

THE CHALLENGE

Hayfever consumers act when symptoms spike, and the most effective messages reflect the moment they are in.

THE OBJECTIVE

Make the creatives feel relevant and actionable to drive measurable performance outcomes and sales uplift.

THE SOLUTION

The campaign leveraged real-time pollen triggers to automatically activate media delivery whenever pollen levels were high or forecasted to rise. Dynamic Creative Optimisation (DCO) was then used to tailor creatives based on environmental data, adapting the visual according to pollen levels, geographical location and proximity to retail stockists.



Target audience

- Hayfever sufferers reacting to high pollen levels.



Inventory

- Screens within 250m from Boots and Tesco stores.



Channels activated

- pDOOH



Campaign results:

+7.1%
Sales uplift for
featured Piri products

+4%
Sales uplift for all Piri
products (94% above the
category benchmark)



viooh.com
hello@viooh.com