

Postcode Lottery

Targeting print-primed audiences with timed programmatic DOOH to drive deadline subscriptions

Region

Europe

Client

Postcode Lottery

Partners

the7stars, JCDecaux UK

THE CHALLENGE

How to create national fame for a deadline-driven product, while staying locally relevant.

THE OBJECTIVE

Drive subscriptions in an increasingly competitive media landscape. Deliver excitement and sales impact by making the Postcode Lottery unmissable.

THE SOLUTION

The campaign used door-drop data to target households that had already seen the print ads, layering programmatic DOOH over those exact priority areas. The screens were timed to ramp up toward the end-of-month sign-up deadline, creating a sense of momentum when it mattered most. This media plan transformed DOOH from a broadcast reminder into a data-fuelled multiplier.



Target audience

- Households already primed by print advertising.



Inventory

- JCDecaux UK street furniture across priority national and local regions.



Channels activated

- pDOOH



Campaign results:

+8pp
Increase in
consideration

16%
Of sales targets
exceeded

