

VIOOH Programmatic showcase

V05

Plugging real-time search data into programmatic DOOH to boost brand perceptions

Region

Europe

Client

V05

Partners

JCDecaux UK, Captify, Azerion, Elida Beauty, Publicis

THE CHALLENGE

Refresh V05's positioning and reconnect with both loyal and new consumers across the UK.

THE OBJECTIVE

Build high-impact awareness while linking offline brand engagement to measurable online intent.

THE SOLUTION

Using real-time search intelligence data from Captify, postcodes were mapped around areas actively searching for haircare, to reach these audiences where haircare interest was highest. The campaign measured performance using search uplift and footfall tracking data to prove how exposure to the outdoor ads sparked both online search behaviour and physical store visits.



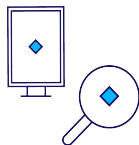
Target audience

- Haircare lovers across the UK.



Inventory

- Screens located near high traffic areas (gyms, universities, city shopping hubs).
- Screens across 180 Tesco stores stocking the products.



Channels activated

- pDOOH
- Search



Campaign results:

16%
Post exposure
search rose by 16%

56%
Brand perception
increased by 56%



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