

VIOOH + Scoota

Programmatic DOOH SSP brand uses prDOOH and mobile to determine brand awareness

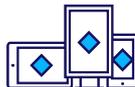
Campaign objective

Build brand awareness within the US market by targeting omnichannel media agencies and specialists to determine the effect DOOH has on their brand identity within an omnichannel campaign.



Target audience

- Adults 25-55
- Media agencies



Campaign specification

- NYC Digital Newsstands
- NYC Digital Bus Shelters
- Mobile
- Adweek Homepage

VIOOH kickstarted the campaign by sponsoring a one day Adweek Homepage Takeover to capture the attention of marketing and advertising executives across the site. VIOOH tapped into JCDecaux digital out-of-home inventory, programmatically, across New York City in highly indexed areas of agencies.

Results

+19%

Unaided brand awareness

4x

Expected mobile benchmark

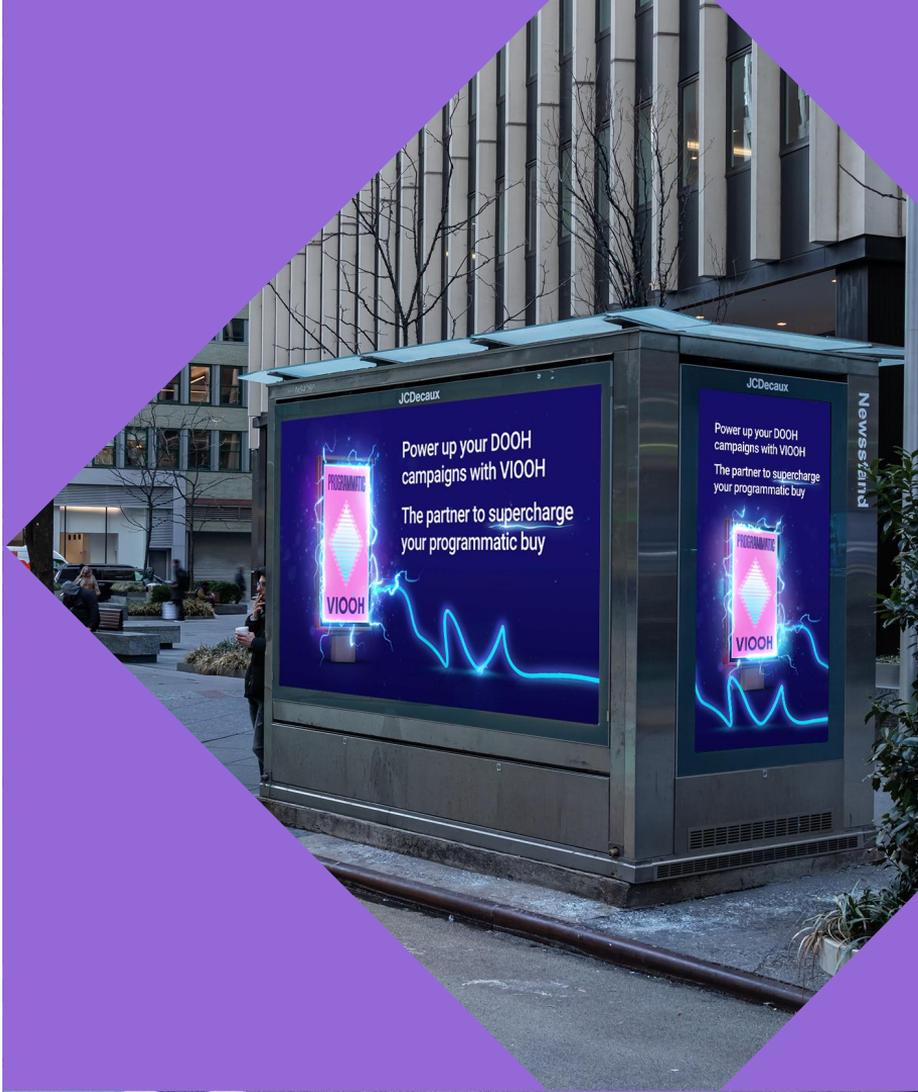
2x

Adweek benchmark

21K+

Page views to campaign page

Mobile retargeting was then launched surrounding a 3 block radius of each newsstand and bus shelter. Additionally, the mobile campaign was day-parted 7am-7pm with an increased delivery during the morning and nighttime commutes.



viooh.com
hello@viooh.com

In collaboration with



dynata

+ scoota.



JCDecaux