

VIOOH Programmatic showcase

NIVEA

Data-first Test vs. Control pDOOH and mobile campaign to drive retail share recovery

Region	Client	Partners
EMEA	Beiersdorf - NIVEA	AMA Digital Media, JCDecaux South Africa, Taptap, Carat

THE CHALLENGE

Cut through heavy competition and lower-cost alternatives in the crowded skincare market.

THE OBJECTIVE

Drive measurable sales uplift in-store. Build brand awareness and consideration for the NIVEA Clear-Up range among the target audience.

THE SOLUTION

A Test vs. Control campaign was deployed. The control group received mobile ads only, the test group combined mobile display with pDOOH. Utilising DCO for NIVEA's audience and location intelligence, the dual-channel approach paired daytime mobile awareness with conversion-focused pDOOH promotions. This seamlessly influenced consumers right before the point of purchase.



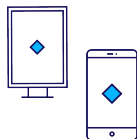
Target audience

- Purchasers of acne-prone skincare products in the South African market



Inventory

- In-mall totems and digital screens in close proximity to key retail stores



Channels activated

- pDOOH
- Mobile



Campaign results

17%
Sales Uplift

+28pts
Consideration
driven by mobile
increased by 28
points

50%+
Ad recall
exceeded 50%



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