Success story

Columbia

Leveraging triggered pDOOH to position Columbia as the go-to choice for outdoor activities

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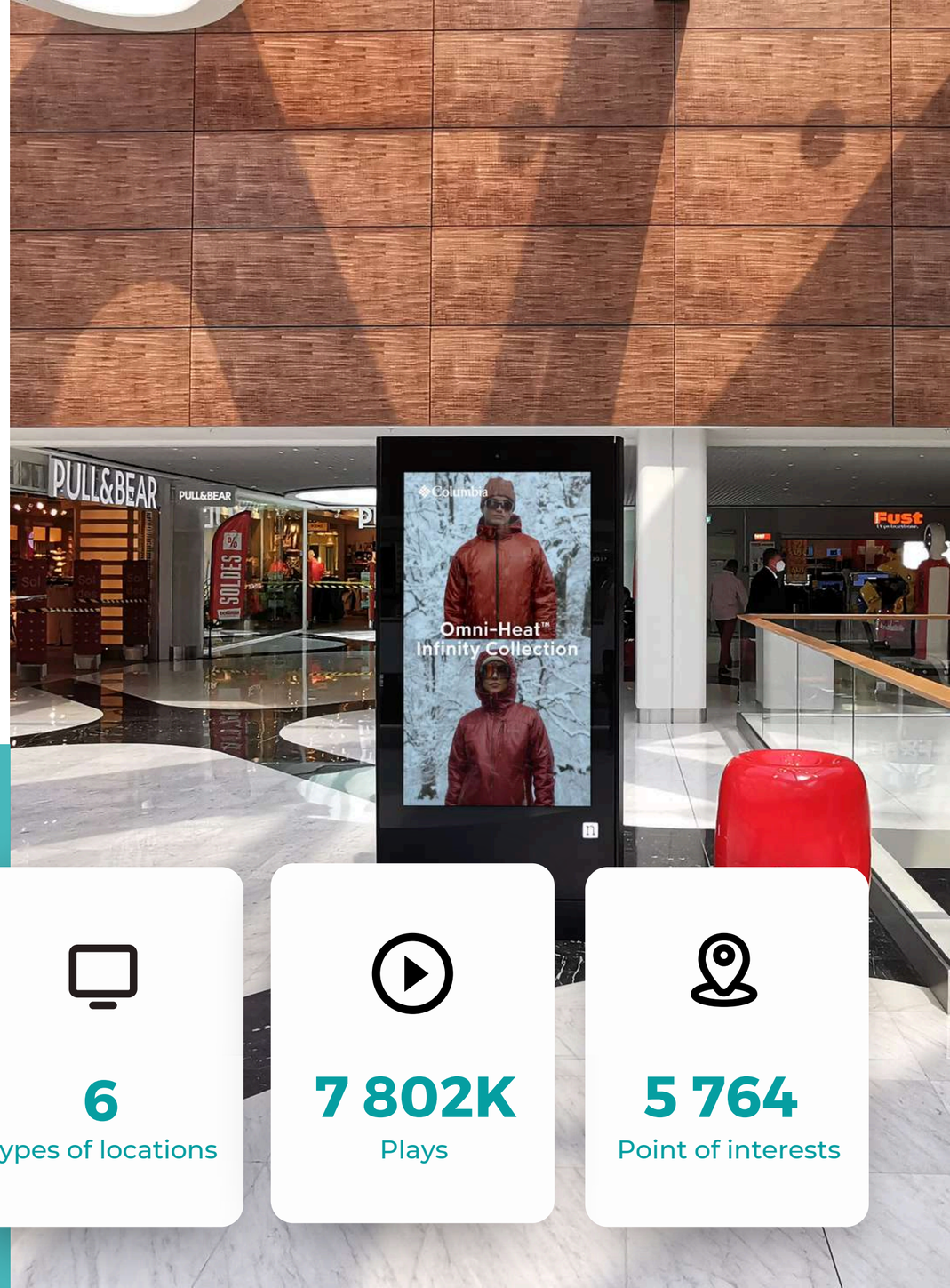
displayce x Columbia

CONTEXT

In preparation of the winter holidays, how to amplify awareness and purchase intent in Europe

Crafting a weather-based triggered pDOOH campaign targeting audiences seeking high-quality gear for their winter adventures.



PLAN

- **Two waves:** Warm campaign from November to December 2023 and Ski campaign from December 2023 to January 2024
- **Countries of diffusion:** United Kingdom, France, Switzerland, Germany, Spain
- **Target audience:** 25-55 years old consumers

71 396M
Impressions

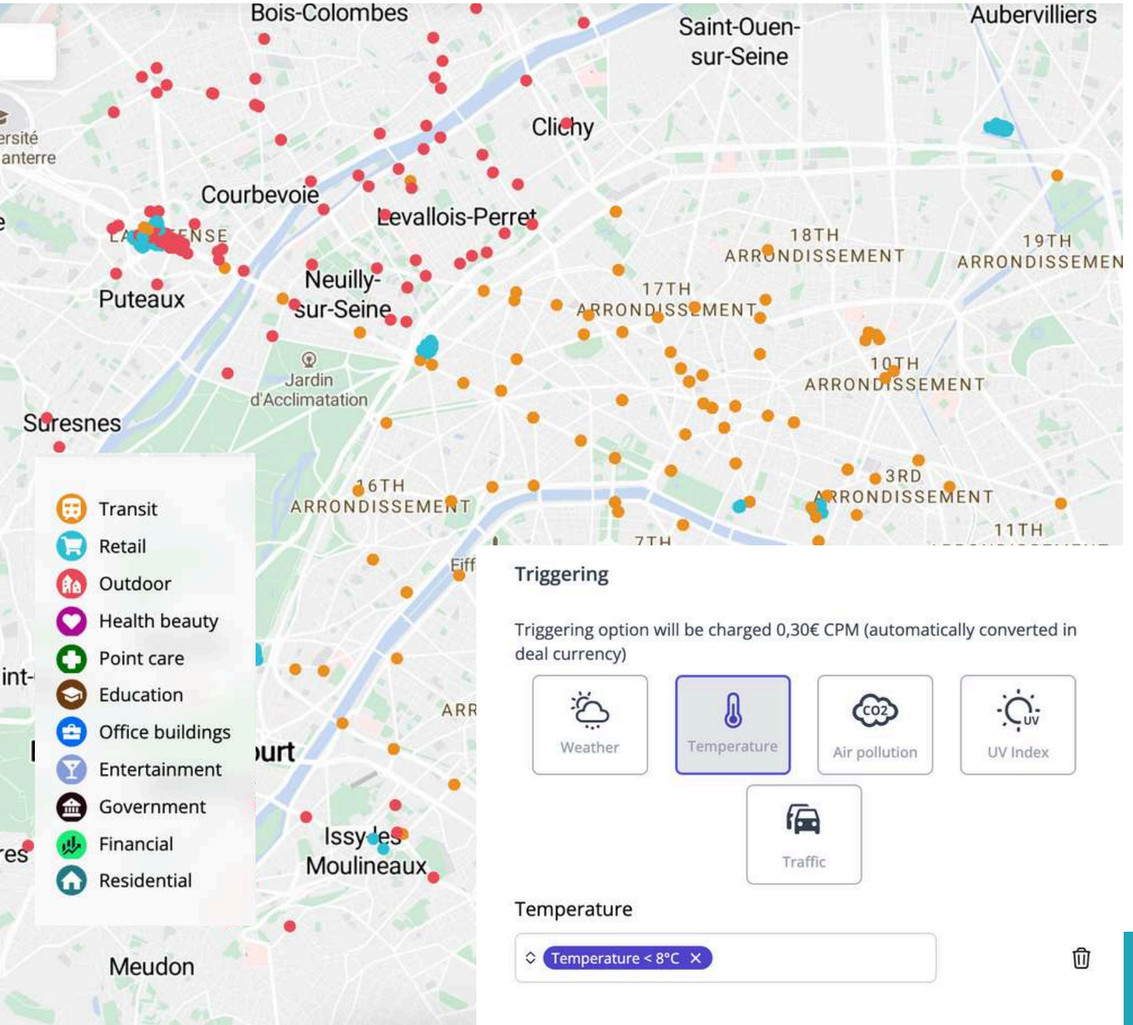
6
Types of locations

7 802K
Plays

5 764
Point of interests

STRATEGY

Prioritize contextual relevance by using weather triggers to broadcast only when the audience is preparing for cold weather



Geo-targeting

- European cities characterized by low winter temperatures
- And **only broadcasting** when temperature is below 8 degrees Celsius

Dayparting

- Different time diffusion depending on the venue type & country:
  - Example: Transports in France: 7-10 am / 12- 3pm / 5-10 pm

Locations

- Travel and leisure-centric settings to capture audience' attention: metro, train stations, bus shelters and malls

Speak Mountain
Speak Mountain
Speak Mountain

displayce

Columbia

RESULTS

Columbia remains top-of-mind brand for consumers as they plan their winter holidays

The mobile programmatic survey sent via Happydemics was conducted over one month during the Warm campaign to identify learnings and optimisation points. The survey allowed Columbia to assess the effectiveness of their campaign, which proved to be effective. The campaign demonstrated a noteworthy enhancement in brand awareness, consideration and specific intent for Columbia.

+25 pts

Uplift in brand awareness across 5 markets

+33pts

Uplift for consideration for **Germany**

+48pts

Uplift specific intent for **Germany**

+19pts

Uplift for brand familiarity in **Switzerland**

happydemics

Ad recall impact
Most performing countries and KPI