

Success story

Campanile

# Improve awareness of Campanille hotels and generate new prospects with DOOH and mobile retargeting

Powered by



x

values<sup>media</sup>







x



x



## CONTEXT

**Targeting the upper socio-professional leisure and professional categories in their different contexts: a segment that is not familiar with the Campanile offer**

**Use programmatic to reach the target audience at the right time of day**

- **Period:** September to October - 2023
- **Targeting:** Around offices & transports in major business areas (with 1km radius)
- **Mobile retargeting** with Locala to reinforce message
- **Custom dayparting:** different for each venue type
- **Location:** France
- **Screen types:** Office, transports, malls, proxi & gaz stations



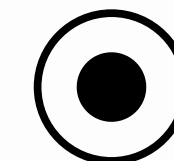
**6**

Media owners



**2 724**

Screens



**1 026**

Locations



**5**

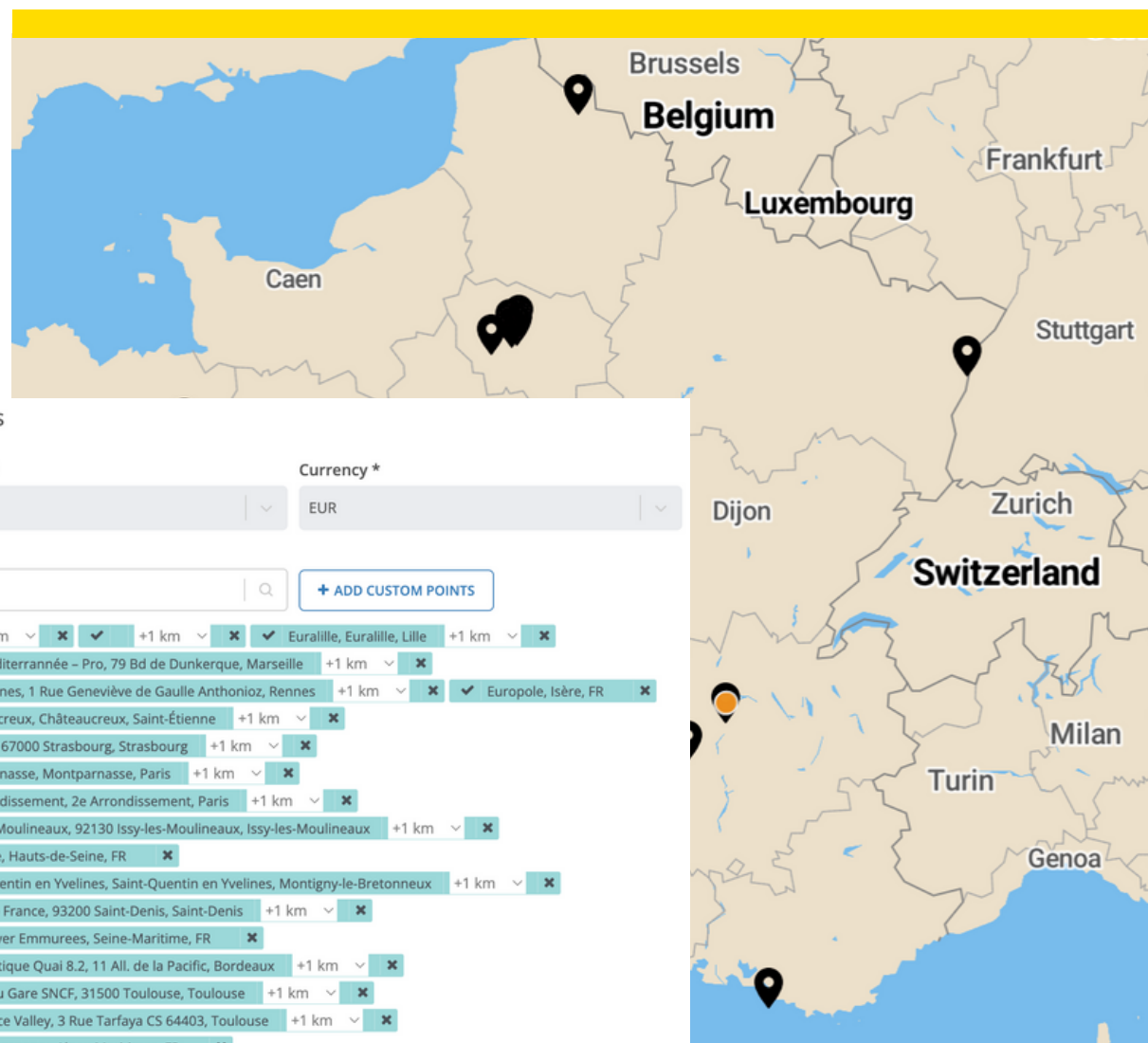
Screen types



STRATEGY- DOOH

# Mark out the target path to leverage repetition

Targeting 17 strategic locations with DOOH and mobile around transports and business areas with a rotation of 4 creatives.



## DOOH Targeting

### Transports

Specific targeting of transport in France's main business centres (eg, Paris (La Défense), Lyon (La Part Dieu), Marseille, etc.)

Any display/format available within a radius of 1 km around the centres

### Offices

An all-company scheme via the ECN offer (Paris, Lyon)

### Gaz stations, malls & proxi

With a radius of 1km around the business centres

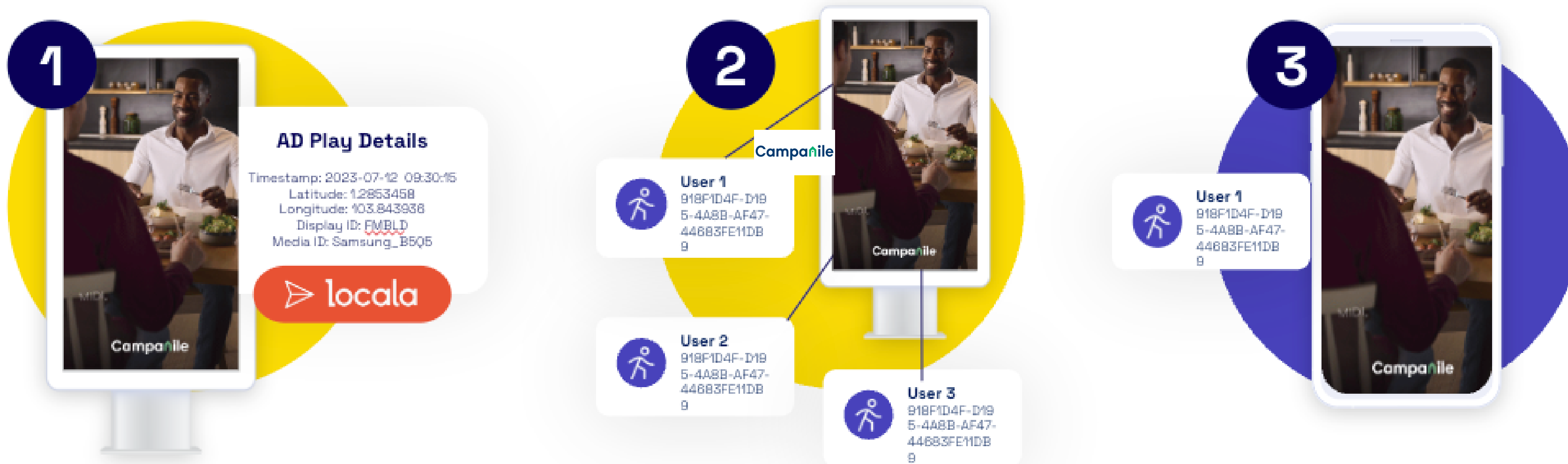
Broadcasted with:



STRATEGY - MOBILE

# And retarget DOOH exposed users on mobile

To amplify DOOH message and create repetition



Distribution framework on 100% premium sites





RESULTS

# Significant increase in reach thanks to a impactful targeting based on DOOH repetition and mobile retargeting

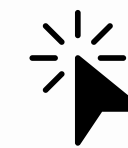
Combining the reach and creative impact of Out Of Home advertising with the interactivity, targeting and measurement capabilities of mobile advertising has increased brand awareness and consideration. Combining the one-to-many DOOH reach with personalized one-to-one engagement of mobile is a successful strategy.



**10M**  
DOOH Impressions



**599K**  
Mobile impressions



**18K**  
Clicks in retargeting



**+58%**  
reach with mobile amplification