

Success story



How to promote a model rebranding using pDOOH

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x **HAVAS** x





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x



CONTEXT

Promoting KONA SX2 new model across France

Use programmatic DOOH to increase notoriety and boost sales only on the screens and points of interest where the target is most present.

STRATEGY

- Precise geo and time targeting
- Custom dayparting depending on locations
- Location: Custom POI in France
- Screen types: outdoors, airports and train stations



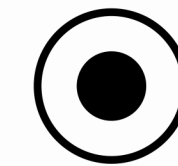
203

Hyundai shops



4 623

Screens



203

POI targeted



3

Venue types





X



X

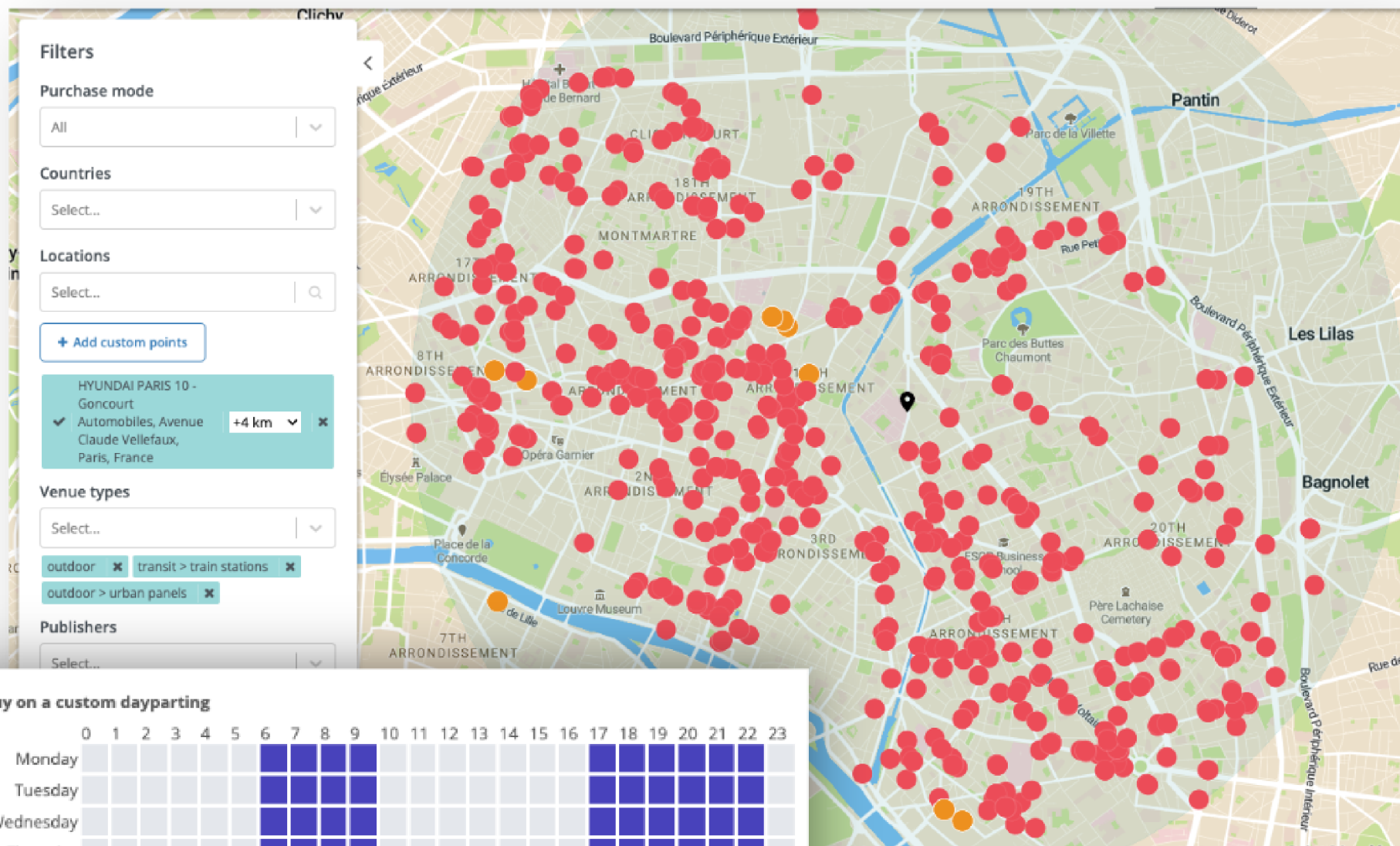


X



STRATEGY

Targeting where the audience is most present



203 custom POI

Targeting

Outdoor & Railway Stations: 15km around Hyundai dealerships in France

Airports & Service Stations: 20km around Hyundai dealerships in France

Capping

6am/10am & 5pm/23pm: Railway stations

6am/12pm & 5pm/22pm: Service Stations

8am/22pm: Airports

8am/12pm & 5pm/22pm: Outdoor

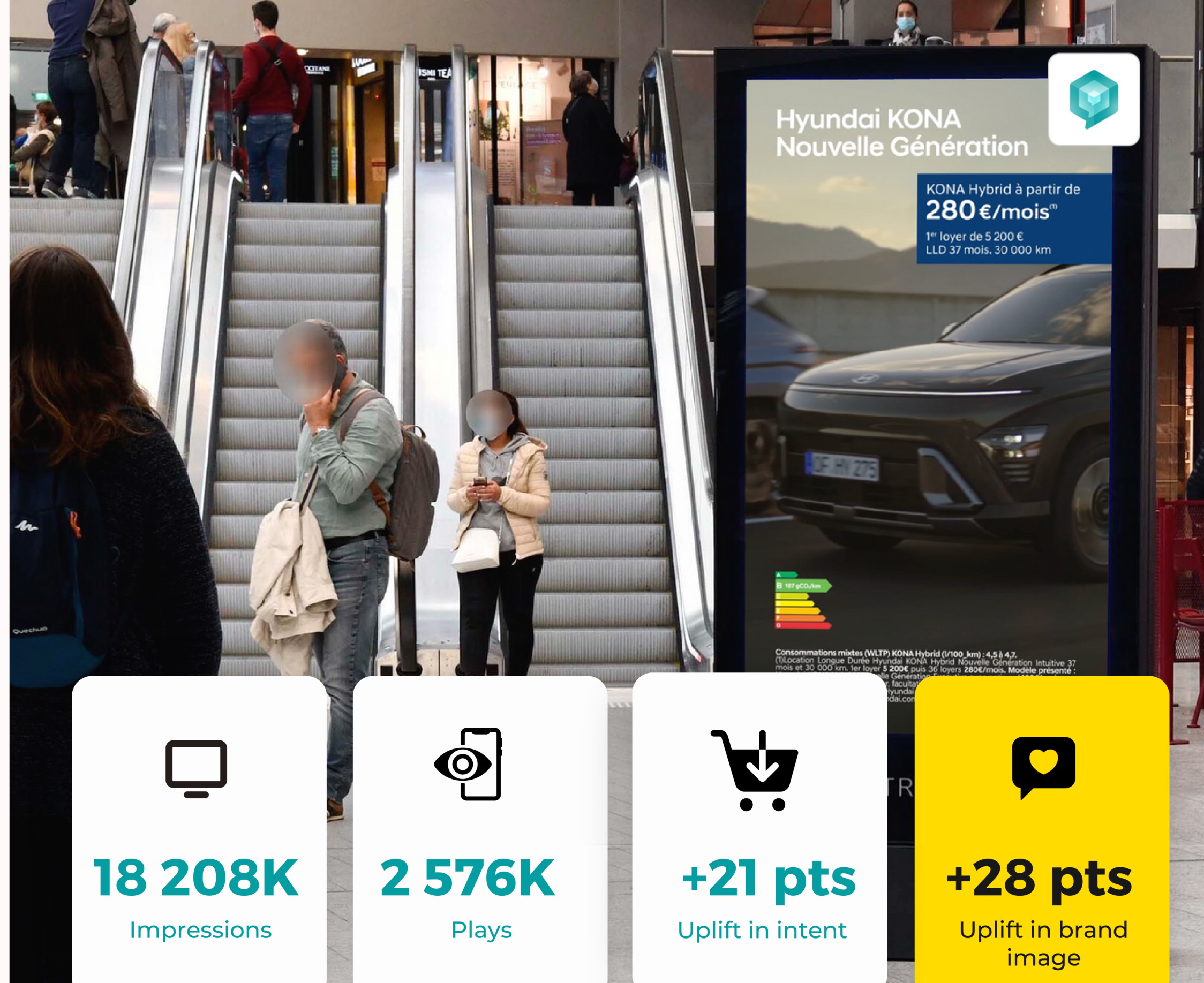
Your ad is scheduled to run:

- Monday, 6 until 10 ,17 until 23 ,
- Tuesday, 6 until 10 ,17 until 23 ,
- Wednesday, 6 until 10 ,17 until 23 ,
- Thursday, 6 until 10 ,17 until 23 ,
- Friday, 6 until 10 ,17 until 23 ,
- Saturday, 6 until 10 ,17 until 23 ,
- Sunday, 6 until 10 ,17 until 23 ,

RESULTS

Improved brand image with successful creatives & geotargeting

Two mobile programmatic surveys sent via Happydemics, with comparison of creative on the display area around the panels. These survey highlighted an increased consideration for the brand in future purchases. Simultaneously, they allowed the brand to gain recognition among the public.



18 208K

Impressions



2 576K

Plays



+21 pts

Uplift in intent



+28 pts

Uplift in brand image

Broadcasted with:

JCDecaux



VIOOH

