

**Success story**

**PIERRE LANNIER**  
PARIS

# Promoting the authenticity of French watchmaker Pierre Lannier with pDOOH

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## CONTEXT

# Increase the brand notoriety of Pierre Lannier as a leader in French watchmaking

Use programmatic to reach a maximum audience in the largest french cities for bigger impact.

## PLAN

- **Period:** November, December - 2023
- **Custom dayparting:** broadcasting at all time
- **Targeting:** within a radius of 5km or 10km of the centre of major cities for maximum range
- **Location:** France
- **4 screen types:** Urban panels, malls, train stations and subways



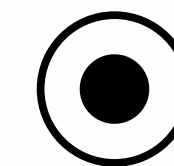
**2 386 k**

Impressions



**1 659**

Targeted screens



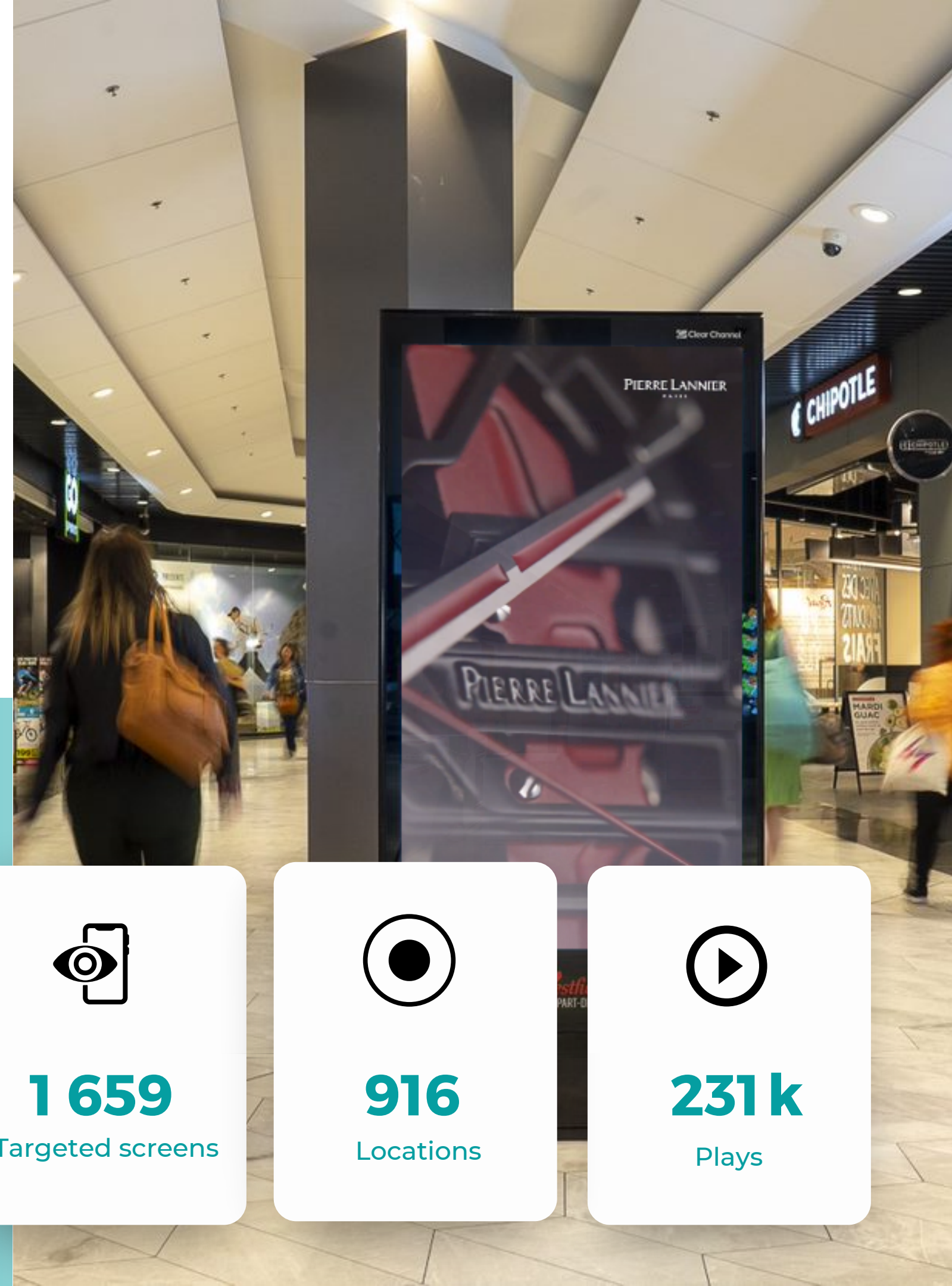
**916**

Locations



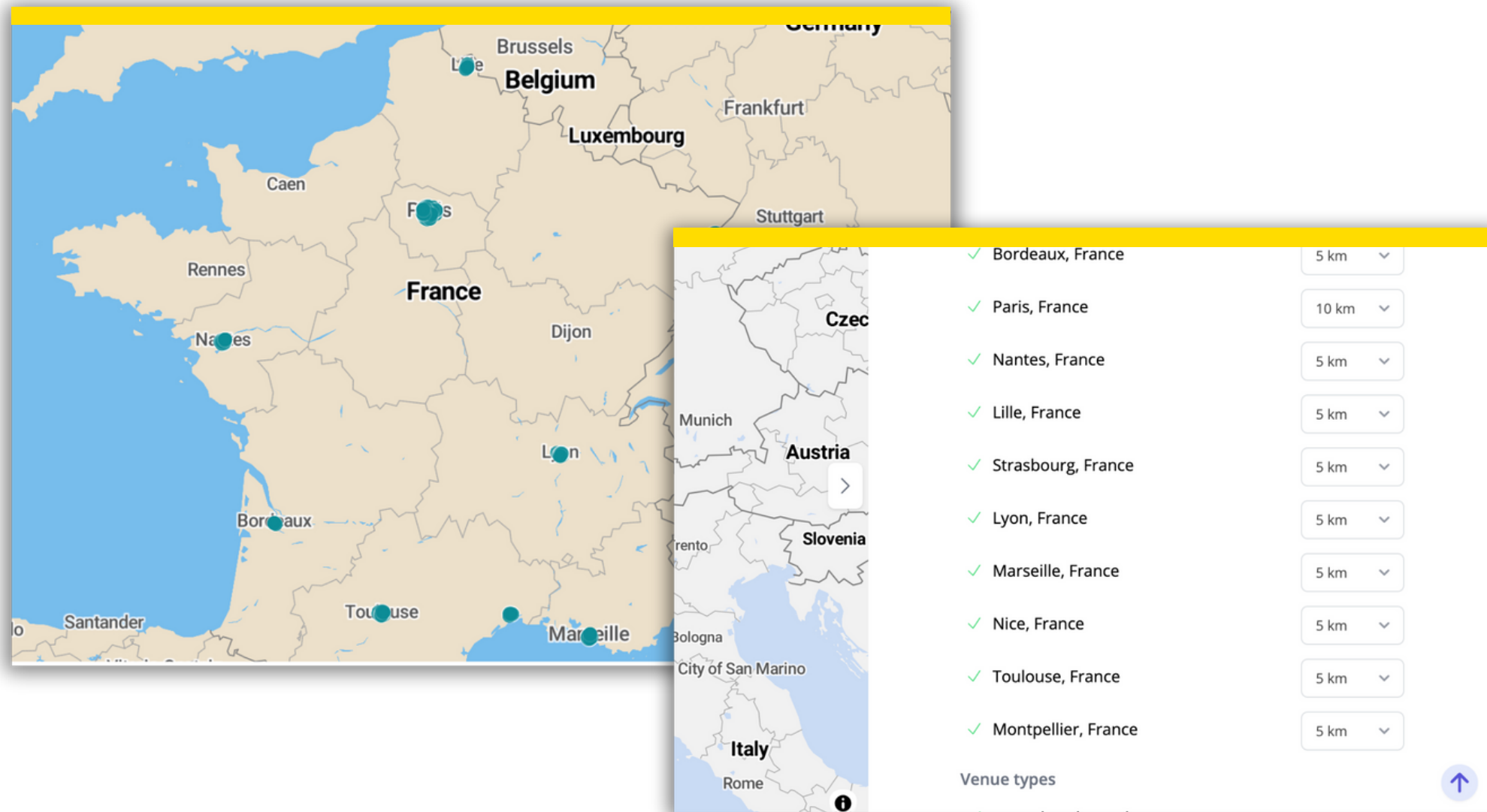
**231 k**

Plays



STRATEGY

# Targeting in the most populated zones for maximum reach



## Targeting & Optimizations

### Real-time optimization

- All time buying on 21 days for maximum impact

### Targeting

- In the 10 largest French cities
- At a 5km radius from the center in highly frequented area
- Except for Paris where the radius is at 10km



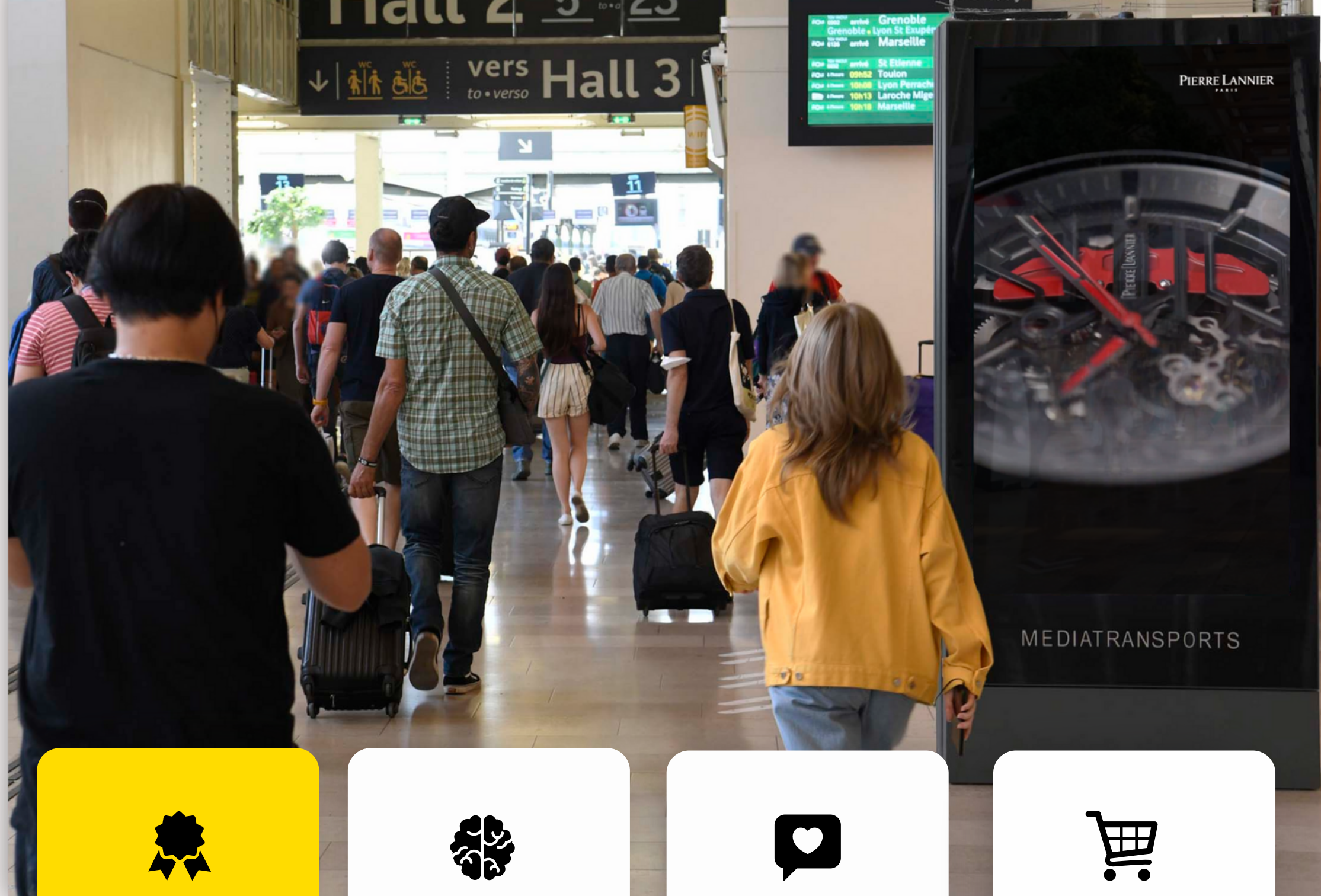


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RESULTS

# Gain of acknowledgement towards Pierre Lannier thanks to a relevant geo targeting for maximum reach


The mobile programmatic survey sent via Happydemics gathered 300 respondents. This survey highlighted an increase in the brand's visibility within the watches market. Furthermore, we learned that this campaign allowed Pierre Lannier to gain in special intent. It means that the exposed people are more willing to take actions regarding the brand.





**Top 5%**  
Best performing campaigns



**+33 pts**  
Uplift in consideration



**+19 pts**  
Uplift in brand recognition



**+43pts**  
Uplift in special intent

Broadcasted with:

