

Success story



How to promote JouezSport - a Loterie Romande product - with DCO and pDOOH?

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CONTEXT

How to give punters access to the latest match odds using pDOOH and Dynamic Creative Optimisation?

Adjusting the creative content on-the-fly to match the changing betting odds, facilitated by Dynamic Creative Optimization.

PLAN

- A campaign spread across 2023 with 2 different waves to match with sports seasonality
- Countries of diffusion: Switzerland
- Audience: sport gamblers

Broadcasted with:



neo advertising



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Activation of DCO technology



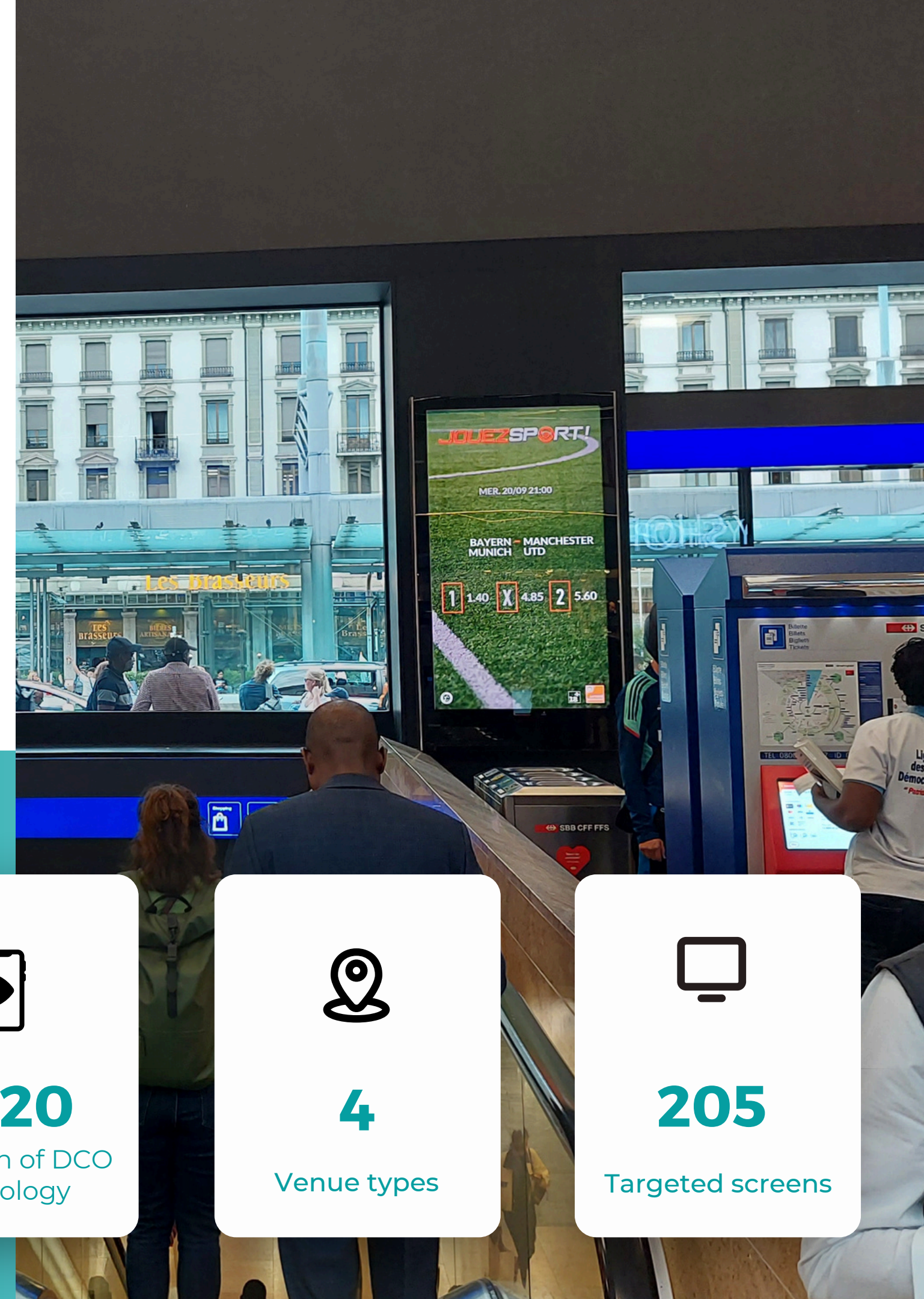
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Venue types



205

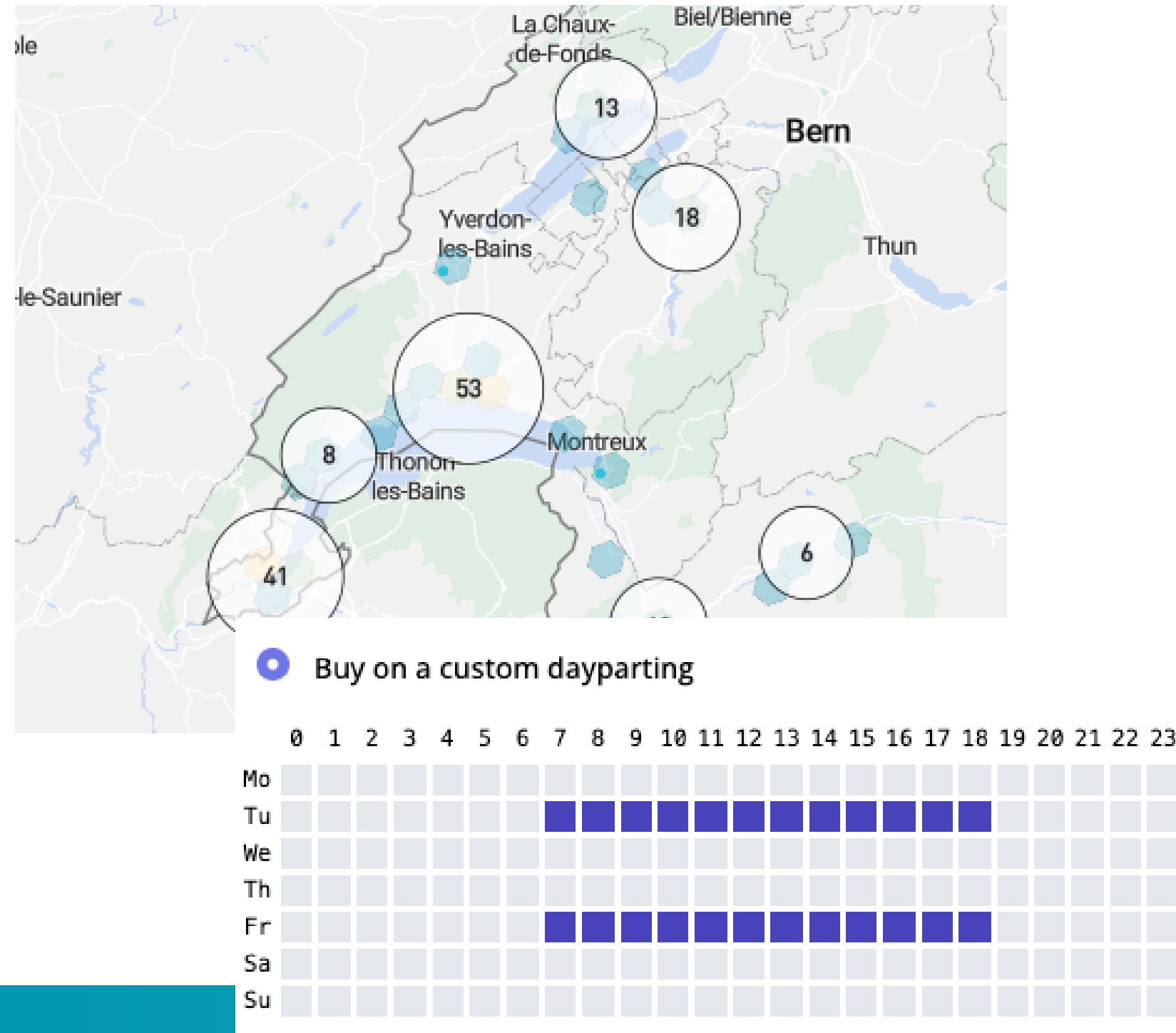
Targeted screens





STRATEGY

Leveraging audience context and environment to adapt creatives in real time with updated sport odds



Dynamic Creative Optimisation for real-time adjustments

- Fluctuating betting odds: changes occur within minutes.
- Dynamic elements: the highlighted match, date and time of the match, teams and odds
- Enhanced personalization and efficiency: achieved through the integration of pDOOH.

Geo-targeting

- French-speaking Switzerland

Venue type

- High traffic and hyperlocal areas: Urban panels, grocery, train stations and gas station

Custom dayparting

- Broadcasting exclusively on match days with available betting options

RESULTS

pDOOH campaign combined with DCO brings flexibility, direct personalization and creativity



The dynamic web and DOOH display brings dynamism to the brand and the product. Individuals interacting with these touchpoints receive real-time information on the match of the day and associated odds. This allows us to move beyond branding campaigns, with updated messaging and a call-to-action for bettors.

Caroline Thevenin, Marketing Group Product Manager
Loterie Romande

