

Success story

SOFITEL
LUXURY HOTELS

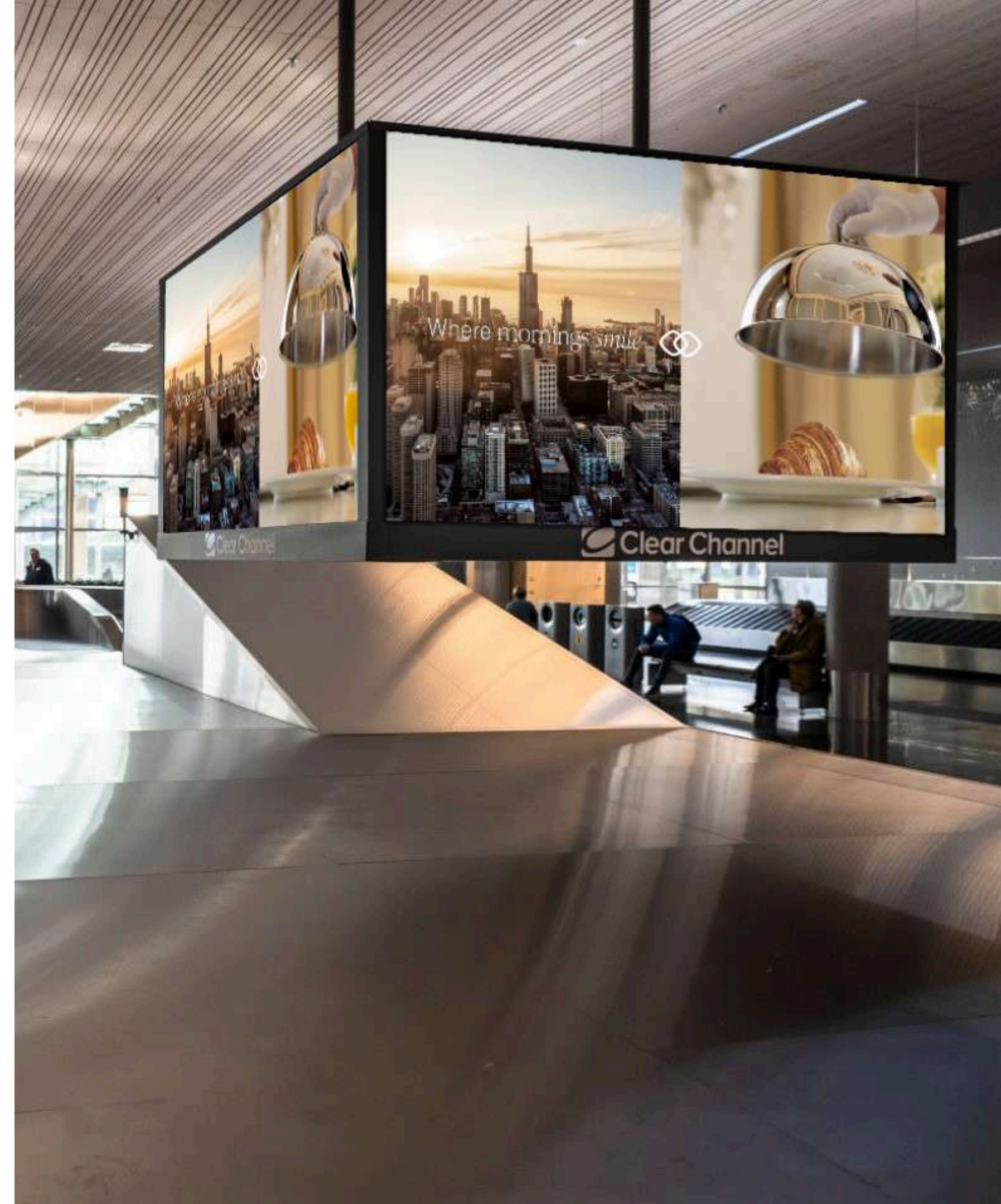
How can pDOOH be used to raise awareness of the Sofitel brand in the United States?

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CONTEXT


Increase awareness of Sofitel hotels in the United States among affluent travelers

Crafting a programmatic DOOH campaign with precise geo targeting and contextualised creatives to reach Sofitel's target audience.




PLAN

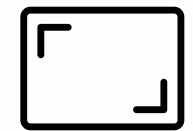
- Campaign dates: 02/11/2023 to 02/12/2023
- Country of diffusion: USA
- Targeted locations: 6 different states with international airports and close to Sofitel hotels
- Targeted audience: affluent travelers over 35




1
Venue type:
airports



310
Point of interests



341
DOOH screens

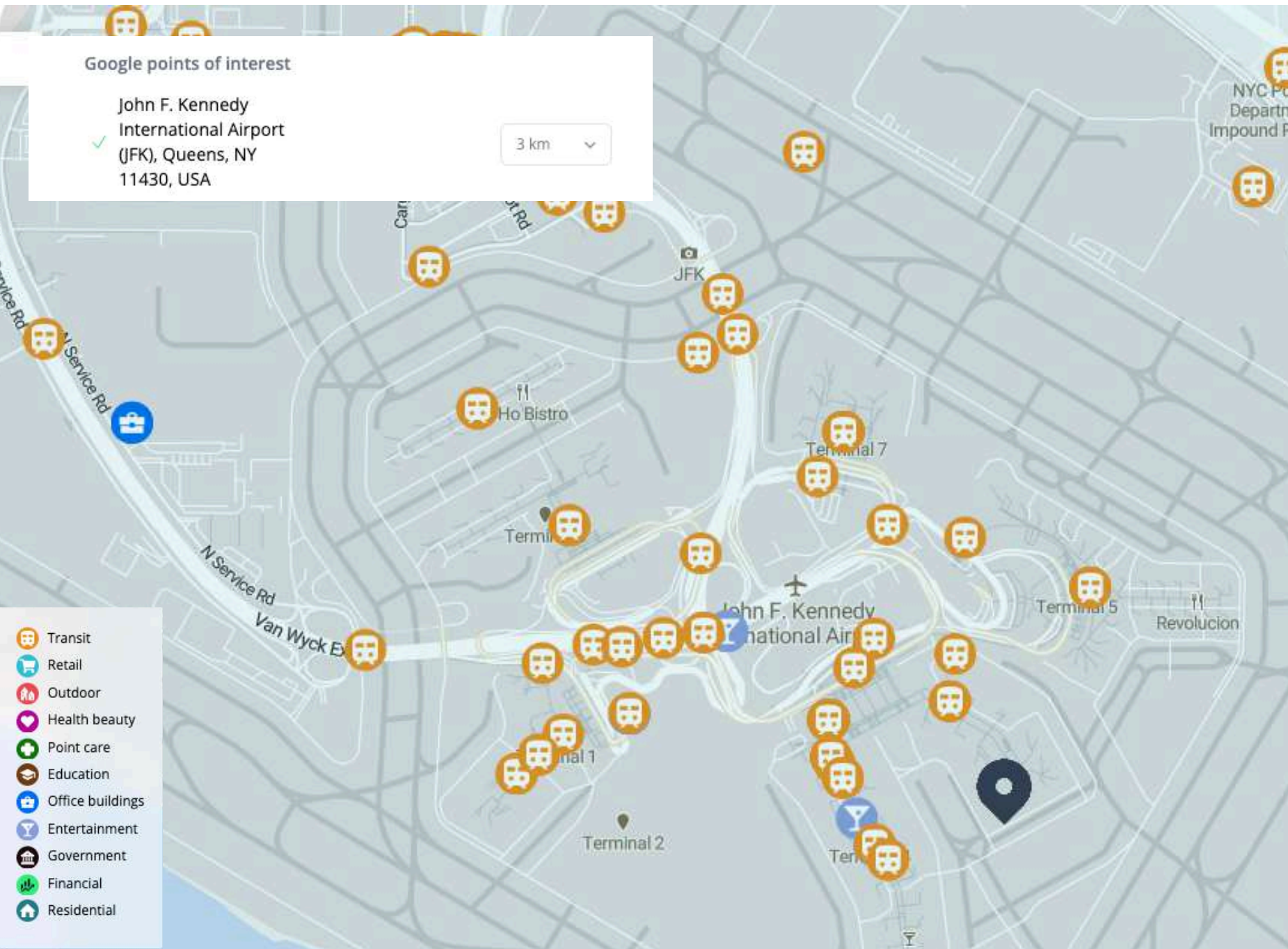


2M
DOOH Plays



STRATEGY

Advertise in international airports to limit message loss to affluent travelers



Geo-targeting

- **6 states** : Illinois, California, New York, Washington, Texas, and Pennsylvania **where Sofitel hotels are present**
- Target of **100% of international airports** in these states

Creatives

- Using **different creatives** at the same time to exploit panel formats (vertical & horizontal) and be omnipresent in airports

Day-parting & pacing

- **Personalized schedules** to especially target high-end flight companies
- Private negotiations to lower prices for baggage claim screens to **offset the CPM** cost for arrival/departure screens and ensure full presence in the airports with a **flexible CPM**.
- **Budget breakdown** reflecting the volume of screens per state: 50% of the budget for the states of New York and California - 50% of the budget for the other states.

Broadcasted with:





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RESULTS

Sofitel's pDOOH campaign stimulates brand awareness, brand familiarity and special intent.

A Happydemics brand lift study was carried out to measure the impact of the activation during the campaign. Seven questions were asked of a group of 300 users exposed to the advertising campaign and a control group similar in terms of gender and age to the population not exposed via Happydemics. The DOOH campaign improved both preference and specific intent regarding Sofitel offering. With an impressive 44 point increase in specific intent, **the Sofitel campaign is placed in the top 15% of campaigns for specific intent.** Specific intent refers to the consumer's willingness to take action related to the brand.



+44pts

Uplift in
specific intent



+27pts

Uplift in brand
consideration



+13pts

Uplift in
brand familiarity



15M

DOOH
Impressions

