

**Success story**

EAU THERMALE  
**Avène**

# Developing awareness of sun care products by Avène with pDOOH

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EAU THERMALE  
**Avène**

## CONTEXT

# Developing awareness of sun care products by Avène

Use programmatic DOOH to promote Avène sun care products for maximum impact all over France for 3 weeks



## STRATEGY

- **Period:** April, July - 2022
- **Precise geo, UV index and limited time targeting**
- **Custom dayparting:** 7am to 8pm associated with UV targeting
- **Location:** France
- **Screen types:** outdoors, metro and train stations



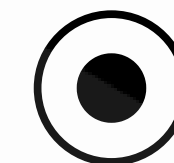
**2**

Media owners



**663**

Screens



**275**

Locations



**2**

Venue types



X



X



GOLD award as Best DOOH device at the Minted Awards!

## STRATEGY

# Targeting with UV, demographics and interest triggers

## Targeting & Optimizations

### Data

- "Women 25-54" segment selected
- Affinity score set to 1

### Real-time optimization

- Between 7am and 8pm
- Only when the UV index is over 3

### Targeting

- In proximity of sun care products by Avène sales pharmacies

**Adsquare**  
 This option will be charged 1€ CPM and is available in France, Belgium, Spain, Italy, Germany, Netherlands, United Kingdom and Sweden - [Learn more](#)

adsquare  
+1,00 € CPM

Choose segments to target

Select...

- > Brand Affinities (173)
- > Demographics (143)
- > Interests (41)

Demographics > Age & Gender > Female > 25-54

Adjust the scoring for selected segments

Adjust the scoring for selected: Include locations where the audience presence is **the same** as the average or more

Include locations where the audience presence is the same as the average or more

None 1.0 Very dense

Broadcasted with:

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VIOOH

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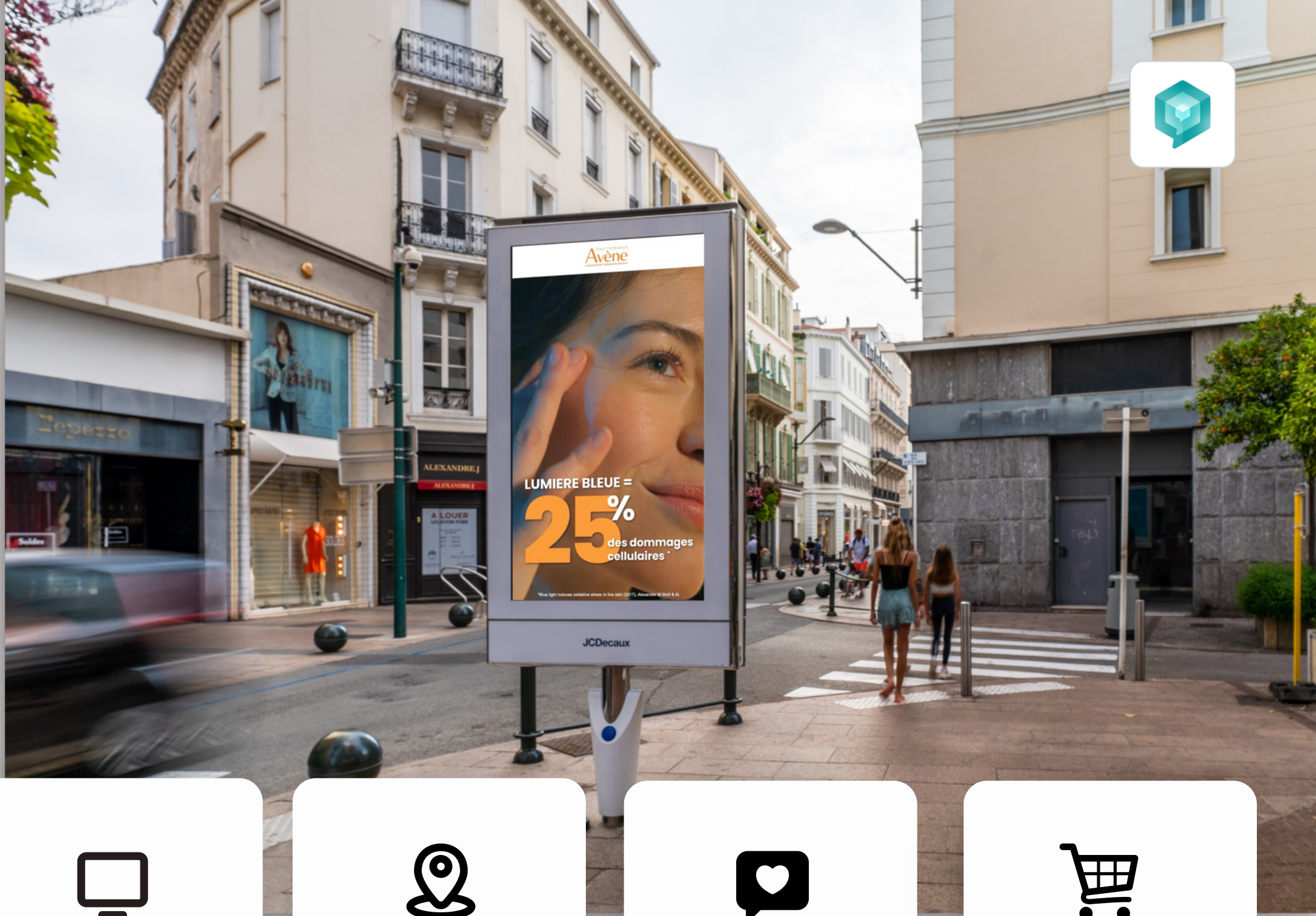
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### RESULTS

# Gain in consideration on future purchase thanks to a real time optimisation and relevant segment

The mobile programmatic survey sent via Happydemics gathered 425 respondents. These survey highlighted an increased consideration for the brand Avène in future purchases of sun care products. Simultaneously, they allowed the brand to gain recognition among the public.



**663**

Screens



**6.4 M**

Impressions



**+16 pts**

Uplift in notoriety



**+61%**

Uplift in consideration

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