

**Success story**



# Improve awareness of the new premium card and exclusive offer by Orange Bank

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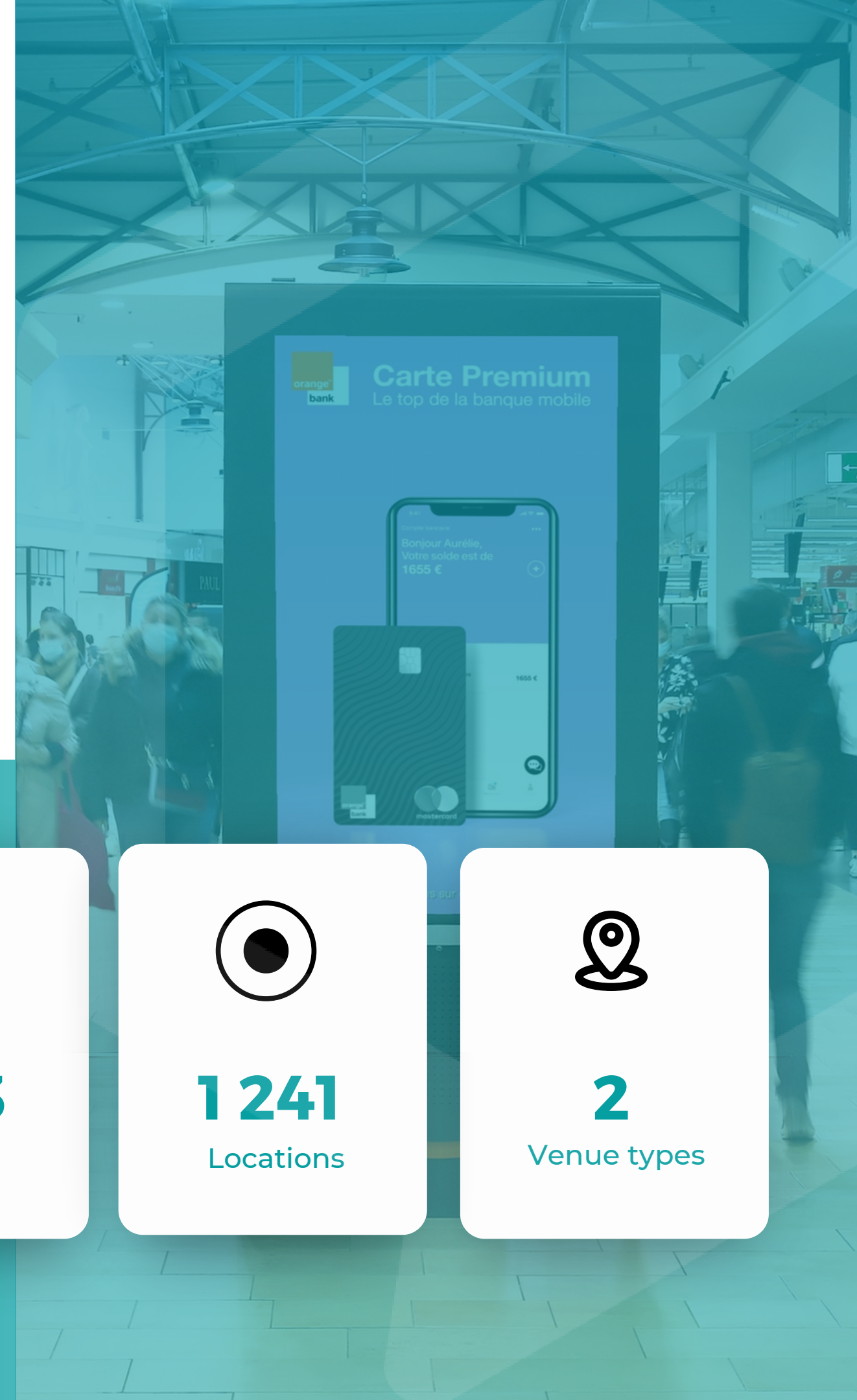
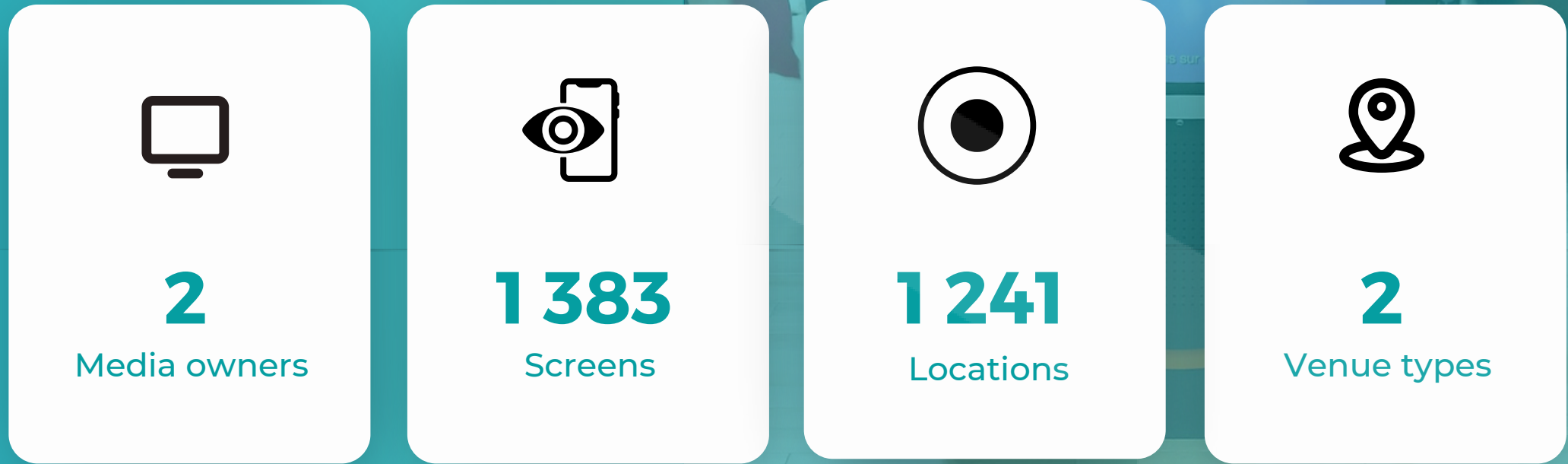
CONTEXT

# Improve awareness of the new premium card and exclusive offer by Orange Bank

Deploy programmatic DOOH to maximize impact during a two-week campaign promoting the new premium black card and its exclusive offers across France.

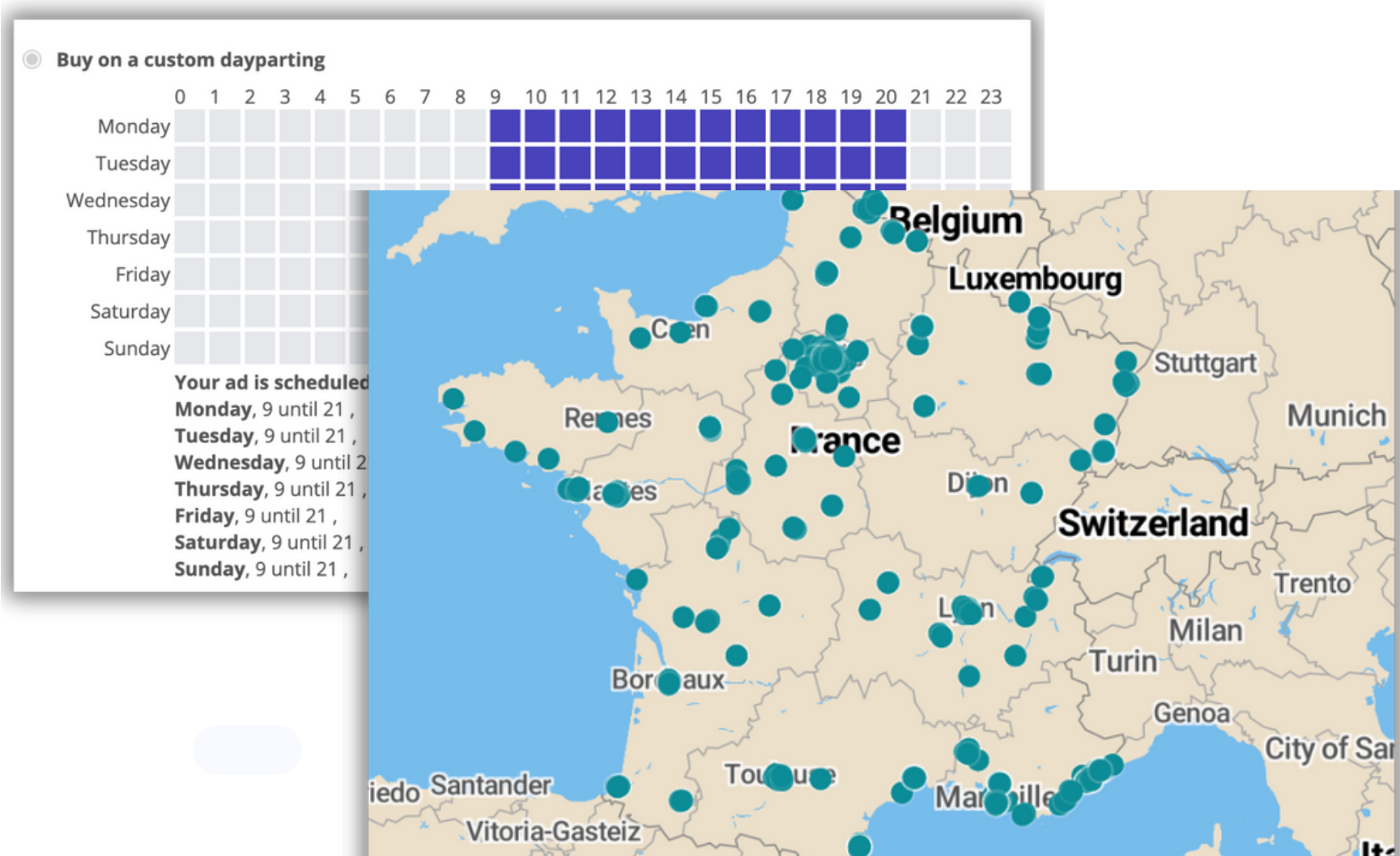
STRATEGY

- **Period:** December - 2021
- **Geographic targeting** in cities with an Orange point of sale, combined with **real-time optimization** and the deployment of **multiple creatives**
- **Custom dayparting:** 9am to 9pm all week long
- **Location:** France
- **Screen types:** Outdoor, Malls



STRATEGY

# Targeting with optimized time and relevant geographic point



## Targeting & Optimizations

### Real-time optimization

- Between 9am and 9pm
- During the peak of attendance
- With a rotation of the creatives

### Targeting

- In the cities that have an Orange point of sale
- On screens that reached their target





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### RESULTS

# Gain in consideration on future purchase thanks to a real time optimisation and relevant geo-targeting

The mobile programmatic survey sent via Happydemics gathered 655 respondents. This survey highlighted an increase in the brand's visibility within the banking market. Furthermore, it indicates that, thanks to this campaign, Orange Bank has gained significant consideration among the people exposed to it. They are now considering Orange Bank when contemplating their choice of a bank card.



**1 383**

Screens



**8M**

Impressions



**+24 pts**

Uplift in notoriety



**+46%**

Uplift in consideration

Broadcasted with:

JCDecaux

**IMEDIA**  
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