

Programmatic showcase

Location-based campaign

Campaign objective

- Grow awareness of the Australian Museum's offering and that it is free to the public
- Position the Australian Museum as the expert in natural sciences



Target audience

- Australian public



Campaign specification

- Non-guaranteed?



Inventory

- Large format screens
- Screen coverage across Sydney's main arterials and freeways

For their latest campaign JCDecaux Australia worked with the Australian Museum with the aim of growing awareness of the wide range of resources, content and experiences the Australian Museum offers, alongside driving off-peak visitation.

Memorable and eye-catching creatives across large format screens on Sydney's main arterials and freeways were used to challenge audiences to be curious about the world around them.



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In collaboration with

JCDecaux



Campaign results

2M

Viewable impressions

5%

Increase in familiarity with the Australian Museum

4%

Increase in visitation interest