

Programmatic showcase

Driving awareness and foot traffic using programmatic DOOH

Campaign objective

- Drive awareness and consideration for Dior Sauvage

For this campaign, the objective of increasing awareness and recall of Dior Sauvage was implemented. With product trial an important driver of fragrance purchases, the campaign also aimed to drive foot traffic into store. The campaign ran across the important gifting period of Father's Day.

This campaign ran across 28 screens in Sydney and Melbourne, with the selection of assets planned through GroupM Sightline's journey tool.



Target audience

- 20-54 year old gifters including those looking to buy gifts themselves



Campaign specification

- Inventory: 28 JCDecaux digital large format screens across Australia: Sydney and Melbourne



Campaign results

1.9M

Viewable impressions in 2 weeks

10%

Increase in brand familiarity
amongst those exposed

6%

Increase in brand consideration
amongst those exposed

