

Programmatic showcase

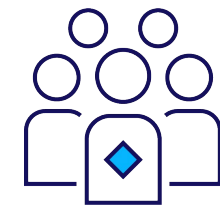
Location-based campaign with time-targeting

Campaign objective

- Grow awareness for Pepsi Max Soda Shop

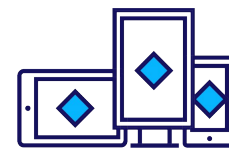
For this campaign, JCDecaux Australia and Pepsi aimed to generate excitement around the new product launch 'Pepsi Max Soda Shop Creaming Soda Cola'.

A prDOOH campaign was established, utilising time-targeting as well as breaking up Small Format packs for the highest indexing panels across the JCDecaux network. 5 strategic locations, key Australian cities, were identified for the campaign, focusing on roadside and rail targeting.



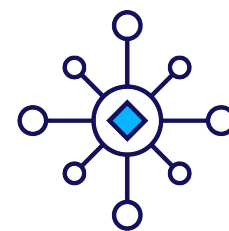
Target audience

- Australian diet cola consumers aged 18+



Campaign specification

- Time-targeting



Inventory

- Screen types: small format roadside and rail panels
- Coverage across Australia: Sydney, Melbourne, Brisbane, Adelaide, Perth



Results

6.8M

Viewable impressions

10%

Increase in brand familiarity of Pepsi Max Soda Shop

81%

Of people who recalled the campaign,

were even more likely to consider Pepsi Max Soda Shop