

Programmatic showcase

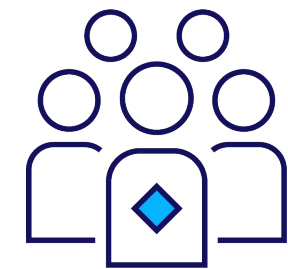
Location-based campaign with dynamic creatives and in-flight optimisation

Campaign objective

- To keep Aspirin Complex Granule Sticks top-of-mind when considering medication and increase sales

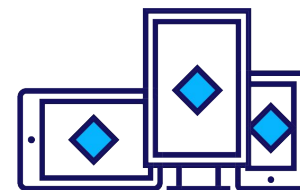
The launch of Aspirin Complex Granule Sticks was advertised during the cold season, the perfect time for the message to be seen at exactly the right time.

Locations of Gewista screens were linked to pharmacy locations, with creatives only displayed on screens in the vicinity of pharmacies. Dynamic creatives showed the shortest distance to the nearest point of sale. To increase relevance, footfall in the pharmacies was measured. Screens that did not improve uplift were no longer booked, while well-performing screens were used more frequently.



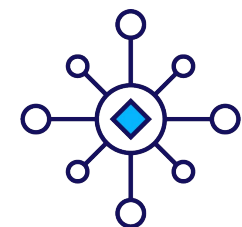
Target audience

- Audiences in close proximity to pharmacies



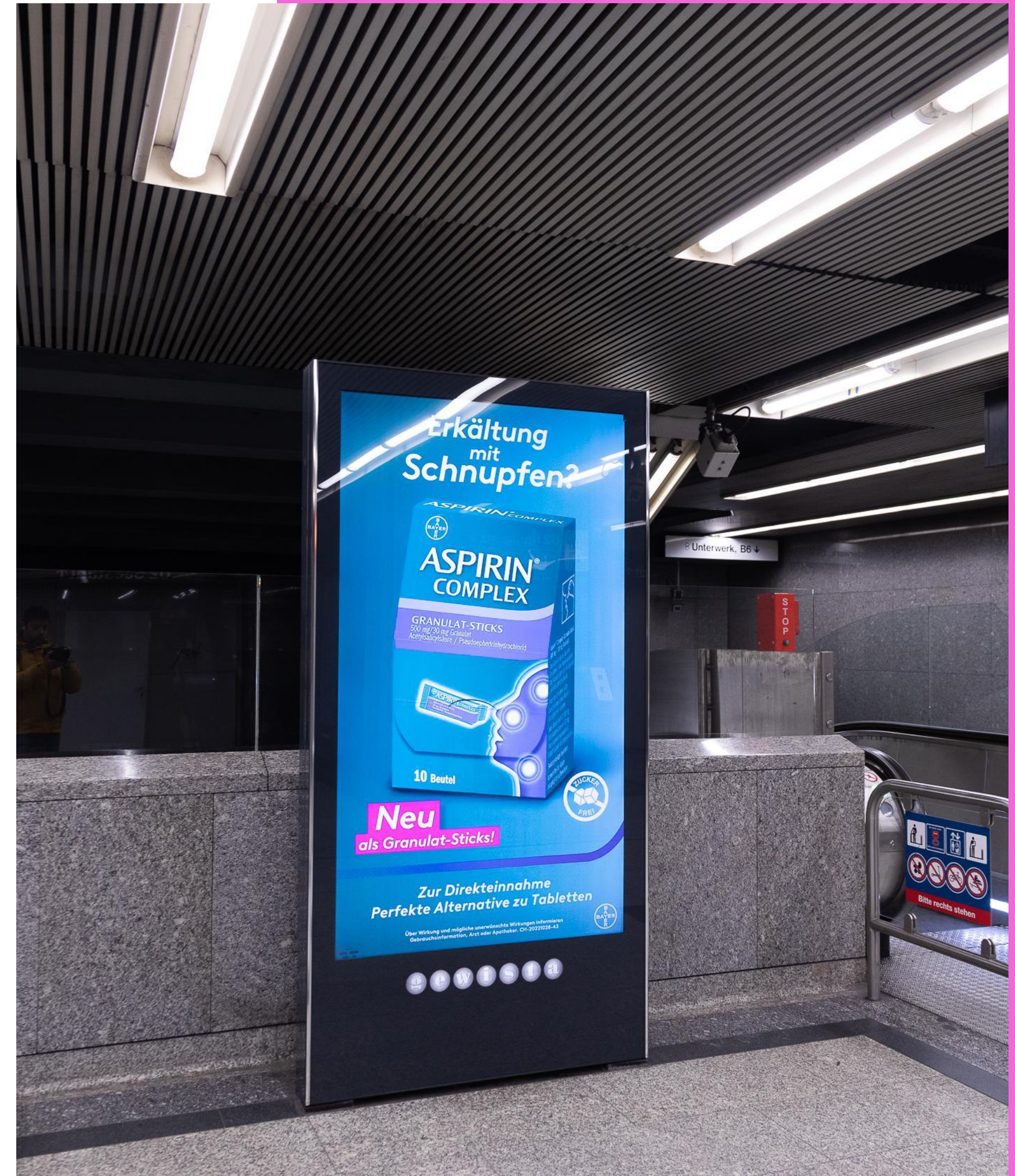
Campaign specification

- Non-guaranteed



Inventory

- Transport (metro), shopping centres and Vienna City



Campaign results

66%

increase in sales

15,000

additional visits in participating pharmacies

