

VIOOH Programmatic showcase

KFC

Location-based campaign to drive app downloads

Region

APAC

Client

KFC

Partners

JCDecaux Australia, EssenceMediacom x GroupM Nexus

THE CHALLENGE

Dominate against the fiercely competitive Quick Service Restaurant (QSR) sector in Australia with the aim to grow market share through an opportunity in e-commerce and app adoption.

THE OBJECTIVE

Drive app acquisitions and increase KFC app downloads to surpass the success of the previous 'Left-Hand Menu' campaign.

THE SOLUTION

This campaign deployed an advanced segmentation approach to strategically target pedestrian audiences with a higher propensity to take immediate action. GroupM's Advanced DOOH Journeys tool was used to plan a strategic site list for inventory. Peak times for the campaign lined up with KFC daily deals and peak retail periods to drive immediate action.



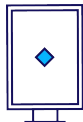
Target audience

- Australian pedestrian audience



Inventory

- Street furniture and retail locations
- Small-format screens within a 5km radius of KFC stores



Channels activated

- prDOOH



viooh.com

hello@viooh.com

Campaign results

177k

App downloads over the 11-day period (nearly doubling downloads from the previous campaign).

7.7%

Increase in store visitation compared to the control group.

