

VIOOH Programmatic showcase

Mars©

Multi-channel campaign with weather-targeting and day-parting

Region

APAC

Client

Mars©

Partners

JCDecaux Australia, GroupM Nexus

THE CHALLENGE

Mars© wanted to differentiate itself in the competitive confectionery market as it faced challenges from dynamic competitors and evolving consumer tastes.

THE OBJECTIVE

This campaign aimed to refresh Mars©'s brand image, positioning it as the go-to reward for everyday achievements.

THE SOLUTION

The campaign deployed audience targeting, proximity targeting to place ads near points of purchase, contextual triggers, scalable individual targeting, weather targeting, and day-parting. Creative possibilities were almost limitless from the integration of 1st and 3rd party data.



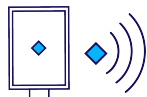
Target audience

- 'Foodies' audience obtained through analysing data patterns and preferences specific to this demographic



Inventory

- Large format, street furniture and retail environments



Channels activated

- prDOOH
- Radio
- TV



viooh.com
hello@viooh.com

Campaign results

32%

Increase in brand attribution.

14%

Increase in brand familiarity.

30%

Increase in purchase intention. (206% increase in specific intent).



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“Partnering with Nexus Advanced DOOH on a programmatic OOH campaign enabled us to create dynamic content with highly relevant messages tailored to consumers based on location, weather conditions, and time of day. Throughout the campaign, we reminded consumers that, rain or shine, whether at bus stops or near the shops, they've done something deserving of a MARS© bar reward. We are thrilled by the positive results from the campaign which were instrumental in achieving our goal of connecting consumers with MARS© in a meaningful and relevant manner.”

Rachel Tan
Brand Manager, Mars© & Funsizer

