

VIOOH Programmatic showcase

Extra Gum Cities

Large-scale Gen-Z targeted pDOOH campaign across key urban rail hubs

Region	Client	Partners
APAC	Mars	JCDecaux Australia, Hivestack, EssenceMediacom, GroupM Nexus, T&Pm

THE CHALLENGE

Reignite interest and sales for Extra Gum by connecting with a younger audience that values experiences and authenticity, amid declining brand clarity and awareness.

THE OBJECTIVE

Drive increased purchase consideration and brand recall among Gen-Z (18–24), office workers, university students, and commuters in high-traffic urban environments.

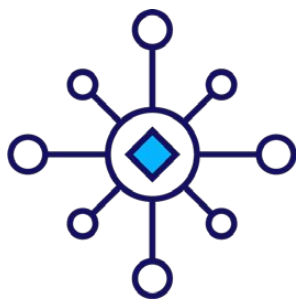
THE SOLUTION

The campaign activated digital small-format rail screens in high-footfall areas near offices, universities, and entertainment precincts. Creative messaging was tailored by time of day and mindset, featuring lines such as “Start your day on the right track” in the morning and “Chew the night away” in the evening. Omni-channel extensions across BVOD, radio, and social further amplified the campaign’s reach and relevance.



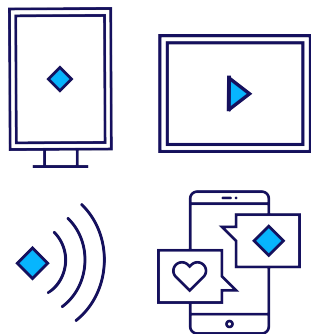
Target audience

- Gen Z (18–24), office workers, students, commuters



Inventory

- JCDecaux’s Digital Depart Digital small format screens across rail environments



Channels activated

- pDOOH
- BVOD
- Radio
- Social media



Campaign results

+271%

in purchase intent

+64%

increase in brand consideration

+206%

rise in positive brand perception

+10%

lift in unit sales across 6 months

