

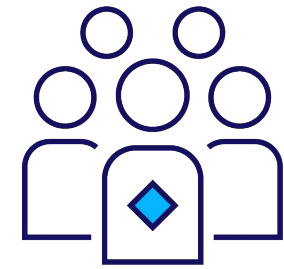
# Programmatic showcase

Promoting flexible working in CBD environments

## Campaign objective

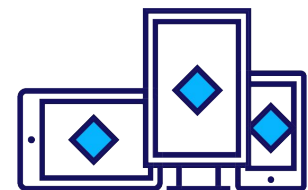
With the goal of acquiring new customers and expanding their customer base, Slack utilised a data-driven approach with programmatic DOOH in Australia's two largest cities.

Slack used data insights on app downloads and business addresses to inform the best locations to target top ASX-listed business in Central Business District environments.



### Target audience

- ASX-listed businesses in CBD environments in Sydney and Melbourne



### Campaign specification

- Large Format, Street Furniture

