

Programmatic showcase

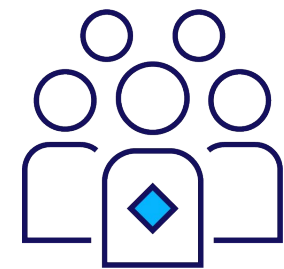
Targeted campaign activated when UV index was above 3

Campaign objective

- Increase brand awareness and consideration

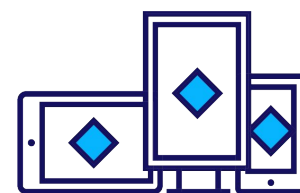
Avène Solaire chose to advertise via programmatic DOOH for their latest campaign, activated when the UV index was above 3 on screens in close proximity to pharmacies stocking the product.

Using real-time optimisation between 7am-8pm, this campaign ran on premium JCDecaux and Mediatransports screens with Displayce as the DSP and VIOOH as the SSP.



Target audience

- Women 25-54, affinity score set to 1



Campaign specification

- Non-guaranteed
- Street furniture, train and subway stations



In collaboration with



viooh.com
hello@viooh.com



JCDecaux



media
transports
Pour une publicité utile



happydemics

Campaign results

16pts

notoriety

+61%

consideration (consumers considering Avène Solaire's offering their next purchase of suncare products)

