

# Programmatic DOOH

Programmatic DOOH campaign specifically targeting women 25+

## Campaign objective

- Increased awareness of Europ Assistance thanks to an ultra-targeted device

Europ Assistance is the world leader in travel insurance. For this campaign they targeted a specific geographical selection of screens when the "Woman 25+" target was four times more present than the French average in front of the screens.

The effectiveness of the campaign was measured by a brand lift survey conducted by Happydemics via the Displayce DSP.



### Target audience

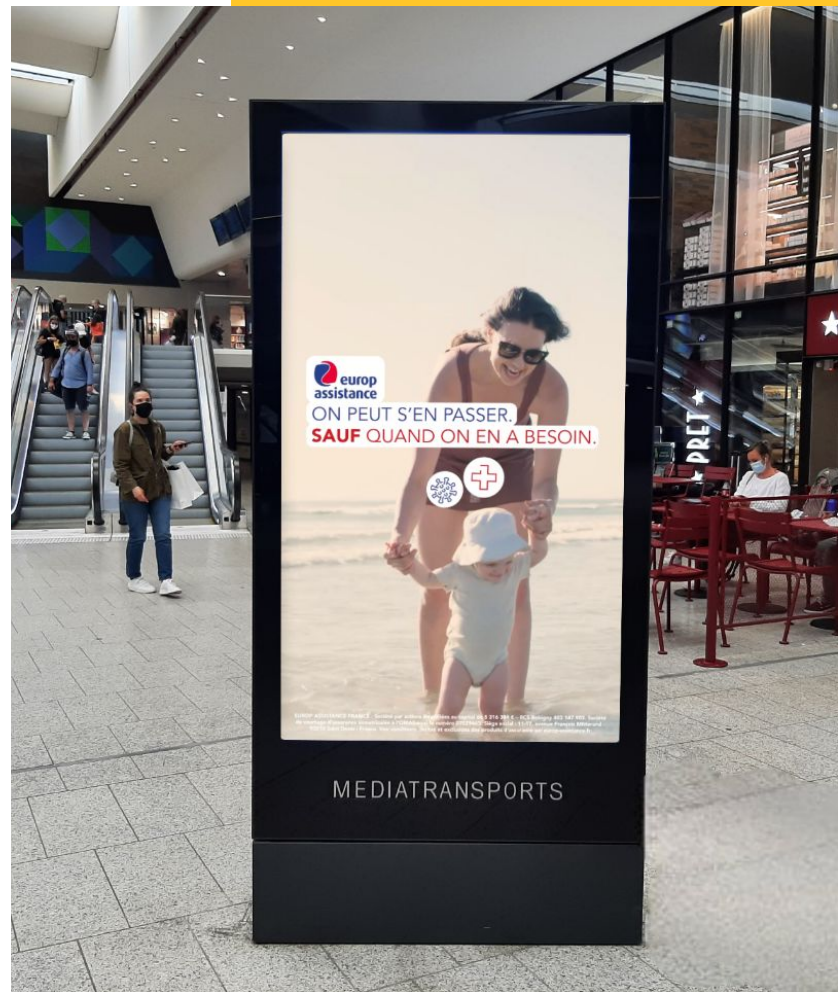
- Women 25+



### Campaign specification

- Metropolitan France: 10 largest French cities
- 3 Environments: Airports, Train stations, Urban panels, Malls

In collaboration with



VIOOH + Europ Assistance + Displayce

## Campaign results

+28pts

brand awareness

+19pts

brand image

+50pts

of purchase / consideration intention



viooh.com  
hello@vioo



JCDecaux +



In collaboration with



Pour une publicité utile