

Programmatic showcase

Real-time purchasing only on DOOH panels defined within a radius around animal shelters, pet shops and vets

Campaign objective

- Increased awareness thanks to an ultra-targeted device.

For this campaign, Santévet & Molécule Science programmatically purchased DOOH screens from JCDecaux, Imédiacenter, DOOHYOU LIKE and Oxialive.

Real-time optimization: Between 10am and 9pm on Wednesday, Saturday and Sunday.



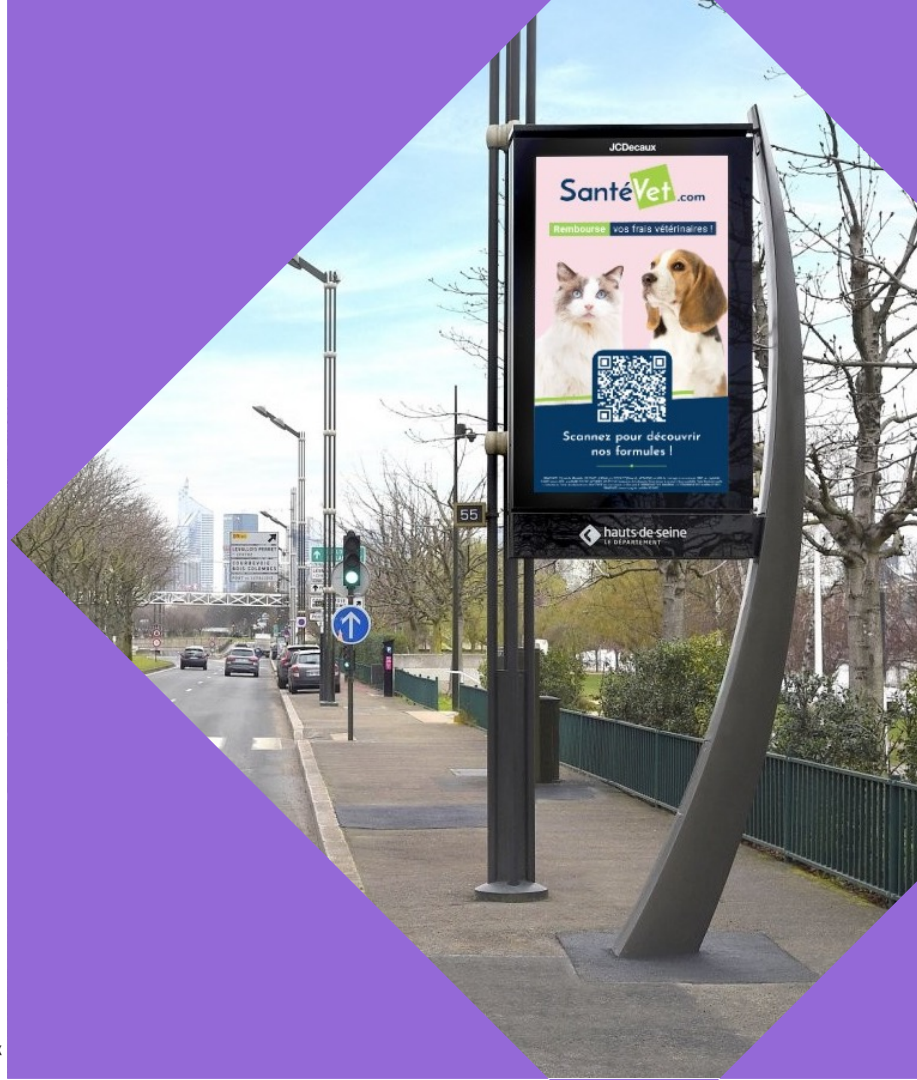
Target audience

- Around SPA center, pet shops and veterinarians



Campaign specification

- Urban panels, malls, Grocery, Billboard



viooh.com
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In collaboration with
VISTAR MEDIA + DOOHYOU LIKE + displayce + Broadsign + OXIALIVE + IMEDIA CENTER + JCDecaux