

VIOOH + Viktor&Rolf + The Trade Desk

Luxury perfume brand uses programmatic Digital Out-of-Home to determine brand awareness

Campaign objective

Increase brand awareness among Viktor & Rolf's target audience.

For this campaign, Viktor & Rolf bought JCDecaux digital out-of-home programmatically to determine the effect DOOH has on their brand identity.

Using Mfour's iOOH Brand Lift product and its app-based panel, effectiveness was measured against a test & control group of consumers who were exposed/not exposed to the advertisement.



Target audience
- Females 18-44



Campaign specification

- NYC Digital Newsstands
- NYC Digital Bus Shelters

Results

+86%

Aided brand awareness

+76%

Likelihood to purchase

+43%

Recall



viooh.com
hello@viooh.com

In collaboration with

