

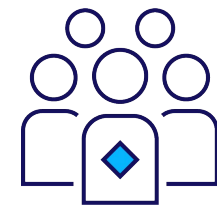
Programmatic showcase

Programmatic DOOH with use of 3D creative

Campaign objective

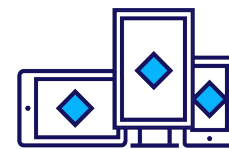
- Attract short-term attention to the one.two.free! Clean Beauty brand in Douglas stores

Audience attention spans are in greater demand than ever. To cut through, WallDecaux deployed a 3D campaign for Douglas across their screens on Berlin streets and underground that looked real to the touch, within close proximity to Douglas stores. The 3D implementation was carried out in collaboration with the Düsseldorf agency met[ads].



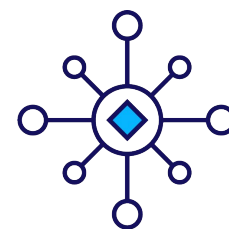
Target audience

- Audiences in close proximity to Douglas stores and passersby



Campaign specification

- Non-guaranteed (fixed price)



Inventory

- Street furniture and Berlin underground within 300m radius of the Berlin Douglas branches

