

# Programmatic showcase

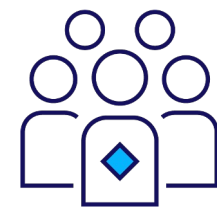
## Programmatic DOOH and mobile campaign

### Campaign objective

- Promoting a challenger premium trainer brand to the German market

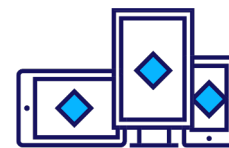
For their latest campaign to promote the Kawana model, HOKA worked with Sage + Archer and Jellyfish to run a cross-media programmatic DOOH and mobile campaign targeting fitness enthusiasts.

Jellyfish defined a young, urban audience for this campaign, and it was activated during peak footfall between 11am-9pm.



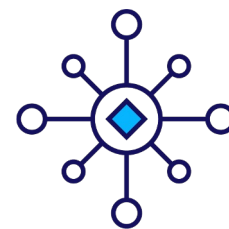
#### Target audience

- Running enthusiasts



#### Campaign specification

- Non-guaranteed
- Synchronised campaign with same locations targeted on mobile



#### Inventory

- Street furniture in Berlin and Munich



### Results

76%

Uplift in brand awareness

25%

Stated they had an immediate interest in the Kawana product