

Fragrance Brand

Leading luxury fragrance brand used programmatic DOOH to increase sales

Region

EMEA

Client

Fragrance Brand

Partners

Media Frankfurt GmbH

THE CHALLENGE

Stand out against competitors and become front of mind for consumers considering purchasing fragrance at the airport.



Target audience

- Passengers departing to China.

THE OBJECTIVE

Increase sales at the airport.

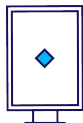


Inventory

- Programmatic TailorNet, Illuminated 360° pillars, Digital Deluxe Boards at Frankfurt Airport.

THE SOLUTION

This campaign used a combination of a classic booking with targeted programmatic support, using sales data to focus sales peaks in this category alongside using flight-plans to display ads to passengers departing to China with the aim of increasing sales.



Channels activated

- prDOOH



Campaign results

+148%

Sales uplift on the days of the programmatic campaign



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