

## Nespresso

### Multi-channel campaign with programmatic DOOH, social and CTV

#### Region

EMEA

#### Client

Nespresso

#### Partners

WallDecaux, GroupM OOH GmbH, Hawk, adsquare, Trend Research (Hamburg)

#### THE CHALLENGE

Increase presence of Nespresso in the minds of coffee lovers.

#### THE OBJECTIVE

Nespresso wanted to showcase a 'morning moment', savouring a cup of Nespresso coffee - an essential part of the daily routine for its audience and connect this ritual with the brand itself.

#### THE SOLUTION

Nespresso adopted a hybrid booking strategy utilising both programmatic and direct. A timed media mix was deployed, starting with social and CTV ads, showing the 'morning moment' in household contexts and encouraging user-generated content, followed by DOOH. DOOH creatives were controlled in real time to reach the target audience, whilst analogue posters ensured a high basic reach in frequented locations. A drive-to-store analysis alongside an advertising effectiveness survey, were used to evaluate the campaign performance, sentiment before and after the campaign, and foot traffic in Nespresso stores using geolocation data.



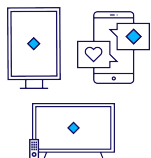
#### Target audience

- Coffee lovers (18-44) - people who drink homemade coffee at least 5 days a week



#### Inventory

- Digital screens across Berlin, Hamburg, Dusseldorf, Cologne, Stuttgart and Munich



#### Channels activated

- DOOH
- Social
- CTV



#### Campaign results

48%

Uplift in unaided brand awareness

44%

Uplift in aided advertising recall

46%

Uplift in Nespresso being the first choice among the target audience

