

## EcoVidrio

### Location-based campaign with mobile retargeting

#### Region

EMEA

#### Client

EcoVidrio

#### Partners

JCDecaux, Glocally, APPcelerate

#### THE CHALLENGE

EcoVidrio wanted to increase glass recycling by 12% across the Victoria area of Spain.

#### THE OBJECTIVE

Increase awareness and consideration of recycling as an environmental cause and ultimately lead to conversion.

#### THE SOLUTION

Audiences were identified in the target census areas through DeviceID, then audiences were targeted through CTV and digital OOH screens. Mobile retargeting was used to target those exposed to the CTV and DOOH ads.



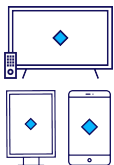
#### Target audience

- Households and families in 33 census codes



#### Inventory

- 18 digital screens close to EcoVidrio containers and located in target census areas in Vitoria, Spain



#### Channels activated

- Connected TV (CTV)
- DOOH
- Mobile



## Campaign results

1.1M

Impressions  
across all three  
channels.

16%

Brand lift increase.

Upward rise in the glass recycling value  
recorded in the target census areas  
during the campaign activation period.

