

# BYD

## The Programmatic DOOH Campaign That Hits the Mark

### THE OVERVIEW

This national Digital Out of Home (DOOH) campaign runs for 33 days across France. It is spearheaded by a prominent Chinese electric vehicle manufacturer, leveraging programmatic DOOH purchasing to effectively reach the target audience.

### THE OBJECTIVE

The primary objective of this campaign is to increase brand awareness and promote the new electric vehicle range. By utilising programmatic DOOH, the campaign aims to reach a wide audience effectively and efficiently, ensuring the ads are displayed in the most relevant locations.

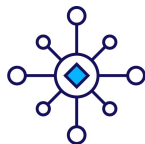
### THE SOLUTION

This programmatic DOOH activation represents a strategic effort to elevate brand visibility in France's competitive electric vehicle market, employing targeted placements to engage the right audience effectively.



#### TARGET AUDIENCE

- Environmentally Conscious Consumers
- Urban Commuters
- Potential Car Buyers
- Residents of Urban Areas
- Individuals in Ultra Low Emission Zones (ULEZ)
- Tech-Savvy Consumers



#### INVENTORY

Street Furniture



#### CAMPAIGN SPECIFICATION

**Screens:** 800  
**Total Spots:** 1,606,103  
**Ad Formats:** Large formats of 4m<sup>2</sup>, 6m<sup>2</sup>, and 8m<sup>2</sup>  
**Technology:** Programmatic buying to optimize placements in real-time based on audience data



viooh.com  
hello@viooh.com

#### DATE

From Tuesday, 28th November to  
Saturday, 30th December

#### REGION

EMEA

#### CLIENT

BYD

#### PARTNERS

JCDecaux, The trade Desk