## VIOOH + Campanile

# Programmatic showcase

### Programmatic DOOH campaign with time/day parting and mobile re-targeting

#### Campaign objective

Improve awareness of Campanile hotels and generate new prospects

For this campaign, Displayce, Values Media and Campanile adopted a strategy of maximising repetition to effectively reach their target audience. They carefully refined the re-exposure strategy of the campaign in order to reach their target audience throughout their journey.

Through the Displayce DSP, 17 strategic locations were identified for the campaign. The targeting strategy focused on offices and transportation hubs in key business districts within a 1km radius of France business. centres. This campaign rotated 4 creatives and leveraged mobile retargeting with Locala for message reinforcement after audiences had been exposed to the DOOH campaign.



#### Target audience

- France
- Upper socio-professional leisure and professionals who are not familiar with the Campanile brand



#### Campaign specification

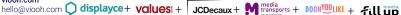
- Custom dayparting: different for each venue type
- Screen types: Office, transports, malls, proxi & gas stations

In collaboration with

















# **Campaign results**

18K

Clicks in mobile retargeting

**10M** 

**DOOH Impressions** 

599K

Mobile impressions





**Results**