

## Columbia

### Weather-based triggered programmatic DOOH campaign

#### Region

EMEA

#### Client

Columbia

#### Partners

Displayce, Spinnn, Happydemics

#### THE CHALLENGE

Columbia wanted to be able to position themselves as the go-to-choice for outdoor activities.

#### THE OBJECTIVE

Amplify awareness and brand consideration of Columbia and amplify purchase intent in Europe.

#### THE SOLUTION

Weather-targeting was deployed to broadcast only when the audience was preparing for cold weather. Ads were broadcasted when the temperature dropped below 8°C in geo-targeted European cities characterised by low winter temperatures. High traffic locations were selected within these cities with custom dayparting depending on the venue type and country.



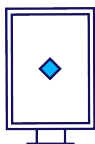
#### Target audience

- 22-55 year old consumers



#### Inventory

- Screens across malls, transport and bus shelters in France, Germany, UK Switzerland and Spain



#### Channels activated

- DOOH

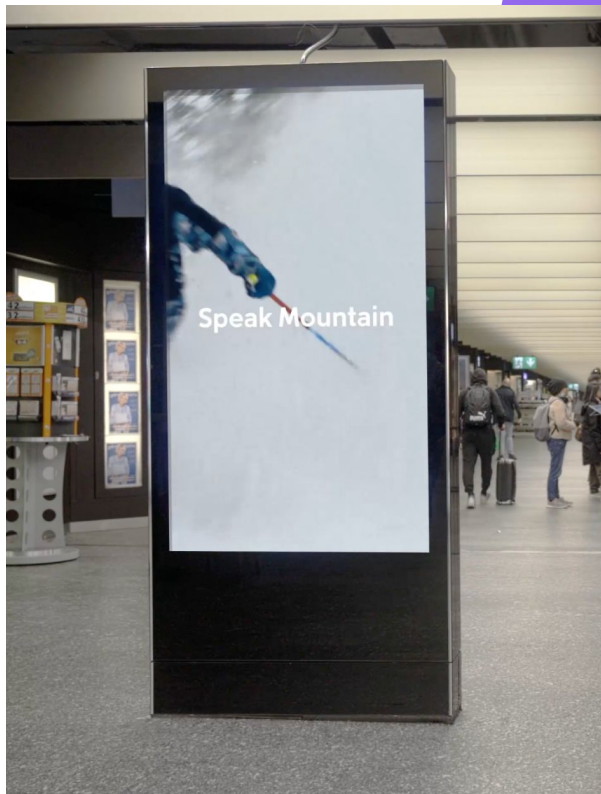


## Campaign results

**71.4M** Impressions.

**+25**pts Uplift in brand awareness across 5 markets.

**+48**pts Uplift in specific intent for Germany.



‘Being in the right set of interest for our target consumers is critical if you want to improve brand consideration. Spinnn has proposed an innovative campaign set up to deliver our brand message in the right time at the right moment for the right audience.’

**Romain Cancilleri-Michy**  
Senior Brand Marketing Manager  
Europe, Columbia

