

## HONDA

### Location-based programmatic DOOH campaign

Region

EMEA

Client

HONDA

Partners

Fill Up Média, Matterkind, Hawk

#### THE CHALLENGE

In a crowded hybrid vehicle market, HONDA aimed to break through the noise and spotlight the HONDA Hybrid Jazz model.

#### THE OBJECTIVE

Generate reach and awareness of the new HONDA Hybrid Jazz model.

#### THE SOLUTION

A programmatic campaign with geo-targeting was deployed. Using geo-localisation, 38 points of interest were selected around HONDA stockists to drive reach and awareness of the hybrid model.



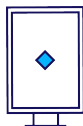
#### Target audience

- Automobilst audience



#### Inventory

- 2,231 screens across 265 petrol stations in France



#### Channels activated

- DOOH

