

Luxury perfume brand

Leading luxury perfume brand uses programmatic DOOH to boost sales in Duty Free

Region

Europe

Client

Luxury perfume brand

Partners

Extime JCDecaux Airport

THE CHALLENGE

How to gain market share on a very established product?

THE OBJECTIVE

Boost sales in Duty Free shops in Paris Charles de Gaulle airport to premium class flyers.

THE SOLUTION

The programmatic DOOH campaign was triggered in peak audience hours, with tactical targeting in all Paris-CDG terminals at hours where the audience was most present. Extime Duty Free Paris sales data was used to determine the success of the campaign.



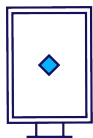
Target audience

- 1st and Business Class passengers in Paris-CDG airport.



Inventory

- All screens on the way to lounges in all terminals at Paris CDG (T1, T2, T3).



Channels activated

- DOOH



Campaign results

22%

Of sales of the brands women's fragrances are associated with the range

+18%

Increase in sales (vs Y-1)

+6.6%

Increase in quantity sold (vs Y-1)



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