

## Unilever: Magnum / Twister

### Large-scale weather triggered programmatic DOOH campaign

#### Region

Europe

#### Client

Unilever

#### Partners

JCDecaux France, The Trade Desk

#### THE CHALLENGE

Boost sales of the Magnum/ Twister ice cream brands during the summer season.

#### THE OBJECTIVE

Support the launch of the new Euphoria range.

#### THE SOLUTION

Weather targeting was deployed so that the Magnum campaign was only activated if the temperature was <24 degrees. When the temperature reached over 24 degrees, the Twister campaign was shown, allowing both campaigns to be more contextually relevant.



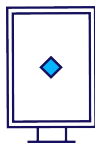
#### Target audience

- General public



#### Inventory

- 269 screens activated across 22 coastal cities



#### Channels activated

- DOOH



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## Campaign results

15%

Increase in revenue.

14%

Increase in volume sales for the Magnum brand.

14%

Uplift in value market share for the Magnum brand.

