

# VIOOH Programmatic showcase

## Randstad

### Programmatic DOOH campaign combining visibility and proximity

**Region** Europe  
**Client** Randstad  
**Partners** Displayce, Mediatransports, JCDecaux France, In-Store Media, Cityz

#### THE CHALLENGE

In a rapidly changing job market by sectoral tensions, Randstad, a major player in human resources, faced the challenge of boosting its commercial activity and attracting new talent, especially in regions where employment opportunities remain underutilised.

#### THE OBJECTIVE

Increase brand awareness by positioning Randstad as a key player in local employment, close to candidates and businesses. Secondary objectives: talent sourcing, attract new businesses.

#### THE SOLUTION

A hyper-localisation strategy focusing on regions with the most pressing employment and recruitment needs was deployed. A 30km radius was defined around each of the 50 targeted cities, all high-traffic areas, to ensure maximum visibility for candidates and businesses. Ads were broadcast in optimised time slots, during peak travel hours on weekdays and leisure hours on Saturdays.



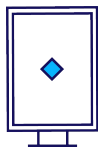
#### Target audience

- B2C - young contemporary workers looking for their first job.
- B2B - small local businesses with recruitment needs.



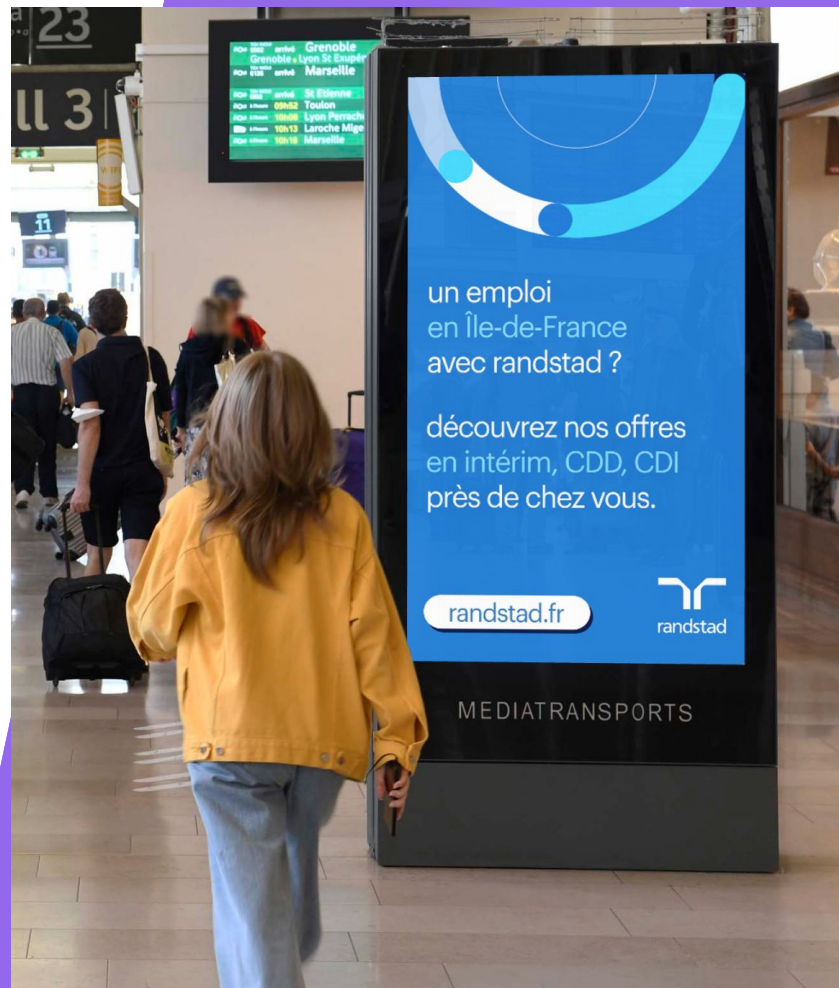
#### Inventory

- Large vertical screen formats in high-footfall locations (shopping centres, public transport hubs) across 50 cities in France.



#### Channels activated

- prDOOH



## Campaign results

+55pts

in specific intent  
(Happydemics' top 5%  
of best performing  
campaigns).

+24pts

increase in brand  
image. +23pts  
increase in  
consideration.

13.4M+

impressions and  
2,292 ad  
placements.



The hyper-local DOOH campaign conducted with Displayce perfectly met our expectations. The results in terms of visibility and intent to apply, significantly strengthened our local position while supporting our efforts to invigorate the job market. We are delighted with the positive impact of this initiative.

**Gilles Gobron**  
Deputy Marketing Director, Randstad

