

Programmatic showcase

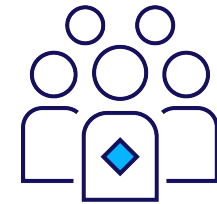
Targeting urbanites in large city centres with prDOOH

Campaign objective

- Promoting the new Fiat 500 Elektro and increasing brand awareness

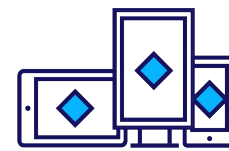
Fiat Chrysler wanted to promote their newest electric vehicle, the Fiat 500 Elektro as being 'made for the city'.

PrDOOH was used with POI targeting to reach audiences in shopping streets and busy public places in city centres.



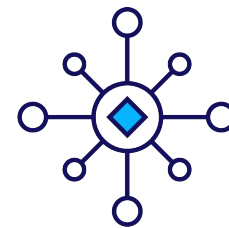
Target audience

- Urban audiences in shopping streets and city centres



Campaign specification

- Programmatic guaranteed



Inventory

- Street Furniture in central areas of Berlin, Hamburg, Cologne and Munich



Campaign results

40% brand uplift in model awareness of the Fiat 500 Elektro