

## Programmatic showcase

Location-based campaign running on screens in close proximity to HP retail locations with prDOOH and CTV

### Campaign objective

- To ensure HP's Instant Ink subscription is top-of-mind for consumers

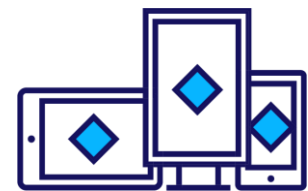
HP's Instant Ink service provides for the automated delivery of ink and toner cartridges. For this campaign, HP's In-House Media Activation Team sought to target potential customers in close proximity to where HP ink cartridges and printers are sold.

Running across WallDecaux's premium advertising locations, the campaign was able to be focused exclusively on advertising screens located near electronics stores and shopping malls, thus targeting customers in close proximity to HP retailers. The CTV element amplified the impact of the campaign, running on major German broadcasters as well as smaller CTV publishers.



#### Target audience

- Passersby in close proximity to HP retail locations



#### Campaign specification

- Guaranteed
- Running across WallDecaux's Digital Light City Posters in Berlin, Hamburg, Cologne and Stuttgart





# Campaign results

12%

uplift in Search Conversion Rate during campaign duration

35%

increase in awareness uplift within the audience group "printer owners"



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We decided to take this challenge of not being able to run Linear TV as an opportunity, there were plenty of Emerging Channels we wanted to try and this was the perfect moment once we realised the market was ready. Now with the current economic climate this approach makes more sense than ever and the results speak for themselves... we are not turning back and now both DOOH and CTV will be a part of HP's Awareness Strategy moving forward.”

**Alvaro Meza De Lama**  
EMEA Programmatic Manager HP