

Zalando

Audience-based programmatic DOOH campaign

Region

EMEA

Client

Zalando

Partners

IGPDecaux, Displayce

THE CHALLENGE

Stand out from competitors in the highly competitive market to showcase Zalando as an online retailer of shoes, fashion and beauty products.



Target audience

- Adults aged 25-40
- Fashion lovers
- Zalando users

THE OBJECTIVE

Increase brand awareness of Zalando amongst the target audience.

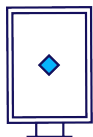


Inventory

- Street furniture and subway screens across Italy (Milan, Bologna, Rome, Naples), Germany and France

THE SOLUTION

A programmatic always-on campaign was implemented for the duration of 4 weeks. A behavioural analysis through Adsquare planner was conducted to suggest only the frames connected to the target audience.



Channels activated

- Programmatic DOOH



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