

Italianni's

Programmatic DOOH campaign to drive restaurant visits

Region

LATAM

Client

Italianni's

Partners

JCDecaux Mexico, Taptap

THE CHALLENGE

Italianni's, a leading Italian food restaurant in Mexico, faced the challenge of standing out against competitors to increase visits.

THE OBJECTIVE

Increase awareness and visits for Italianni's restaurants.

THE SOLUTION

Creatives were updated in real-time to each location or context, such as including promotions or the daily menu when footfall was high - based on geo-spatial analysis of screens. Areas of high audience potential without DOOH were targeted for extended reach and consumers were retargeted if exposed to the ad. Kiosks and billboards were particularly effective in attaining this goal.



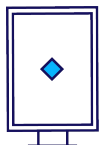
Target audience

- Office workers who have a set time for lunch and want quick affordable options



Inventory

- 37 screens - 21 digital kiosks and 16 billboards across Mexico City



Channels activated

- prDOOH



viooh.com

hello@viooh.com

Campaign results

3.1M+ Impressions.

27.7K+ Visits to Italianni's restaurants from those exposed to the campaign.

1.8M Kiosks delivered the highest number of impressions - **21 kiosks** delivered **1.8 million** impressions, and **16 billboards** delivered **1.3 million** impressions.

