

# VIOOH Programmatic showcase

## Mazda

### Driving product awareness using programmatic DOOH

#### Region

LATAM

#### Client

Mazda

#### Partners

JCDecaux Mexico, Hivestack

#### THE CHALLENGE

With the launch of the new Mazda CX70 model, Mazda wanted to raise awareness of the new model, highlighting its elegant and luxury design, innovative technology and capabilities.

#### THE OBJECTIVE

Publicise the new Mazda CX70 model and position it as the ideal premium SUV.

#### THE SOLUTION

This programmatic DOOH activation showed a strategic effort to elevate brand visibility in Mexico's competitive SUV market, employing targeted placements to engage the right audience effectively. A traffic analysis study was implemented in each location where the campaign was run to measure audience concentration.



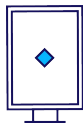
#### Target audience

- 45-64 year olds in Mexico interested in luxury cars



#### Inventory

- Billboards and shopping malls across Mexico City



#### Channels activated

- Programmatic DOOH



[viooh.com](https://viooh.com)

[hello@viooh.com](mailto:hello@viooh.com)

# Campaign results

11,082

[Modelled]  
Incremental visits

+17%

[Mazda]  
Visits to agencies

+850

[incremental visits]  
Agency with the highest growth:  
Mazda Picacho

+3.52x

[Plaza Carso]  
Best performing screens Circuit

