

# 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.



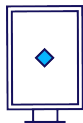
#### Target audience

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



#### Inventory

- Billboards and shopping malls across Mexico City



#### Channels activated

- Programmatic DOOH



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