

Programmatic showcase

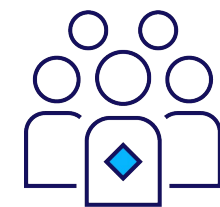
Programmatic OOH campaign optimised in real-time with ultra-targeted broadcast

Campaign objective

- Gain notoriety for Orange Bank

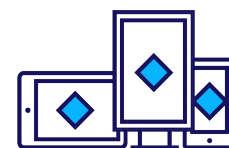
Jellyfish, Displayce, VIOOH and JCDecaux France worked together to create a programmatic OOH campaign to publicise Orange Bank.

Running with several SSPs (VIOOH for JCDecaux and IMediaCenter on Vistar Media), the campaign was optimised in real-time according to the time and attendance near screens, allowing an ultra-targeted broadcast in line with affinity places of the bank's target throughout France.



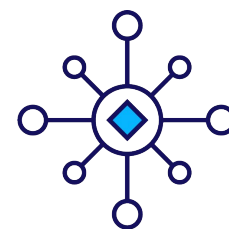
Target audience

- Audiences on-the-go in French urban areas



Campaign specification

- Non-guaranteed



Inventory

- Urban, grocery and mall screens



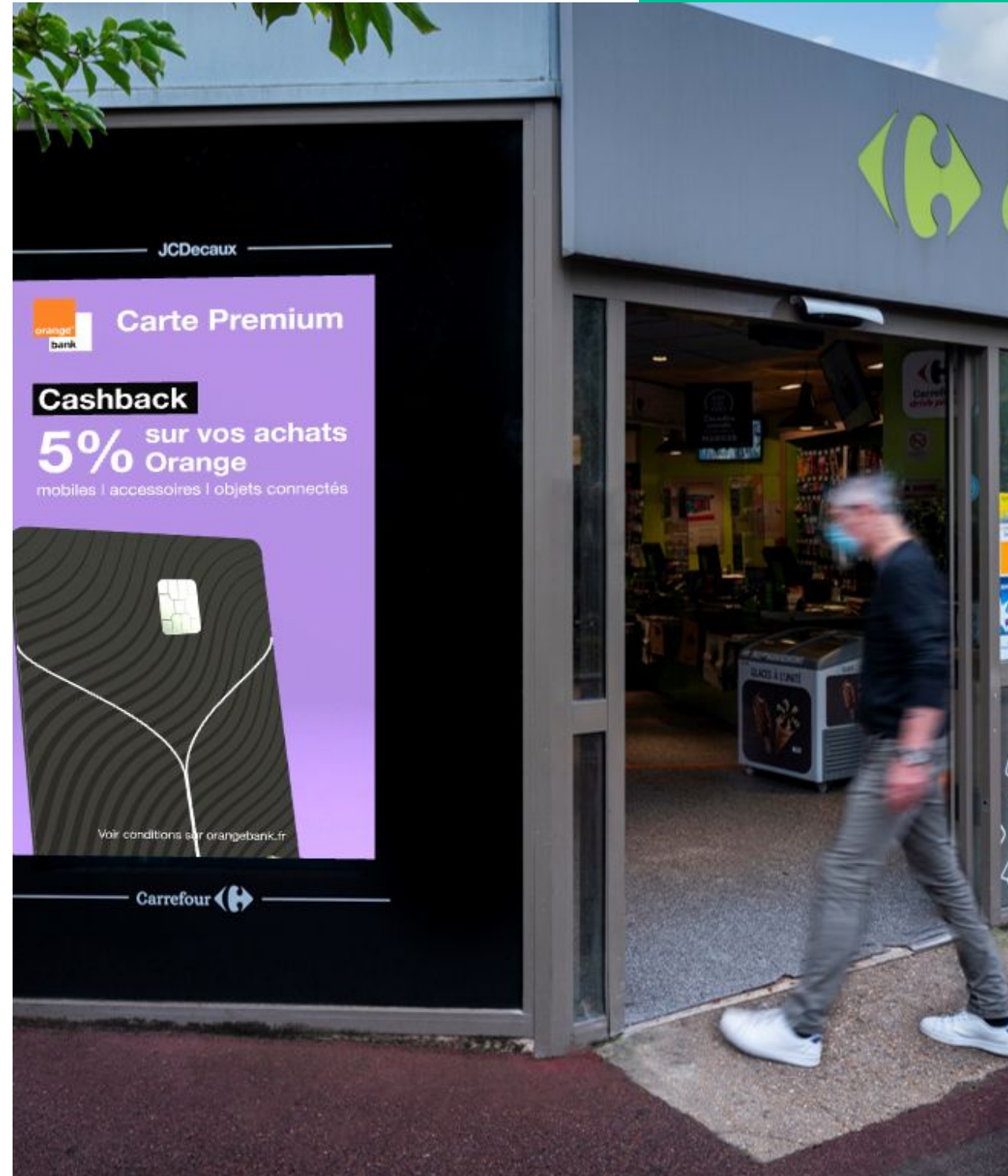
Campaign results

+24pts

brand awareness

49%

of consumers exposed to the campaign expressed positive intention to find out more about the Orange Bank offer



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Thanks to a close collaboration with the Displayce teams, we are able to effectively bring our clients' programmatic campaigns to digital screens and determine their impact on marketing KPIs of notoriety or consideration.

We are therefore delighted to integrate this new competence into our expertise.

Maxime Menvielle

VP Client Management, Jellyfish