

Programmatic showcase

Location-based campaign running on screens in Monoprix retail stores

Campaign objective

- Promoting Piper-Heidsieck champagne obtaining B-Corp certification

Piper Heidsieck is a renowned Champagne house known for its exceptional quality and rich heritage. For their latest campaign, JCDecaux France, Piper-Heidsieck and The Trade Desk collaborated to emphasise Piper-Heidsieck's achievement of the B Corp Certification. Using JCDecaux's extensive network, the campaign targeted key locations frequented by the brand's target audience, including Monoprix retail stores.

The partnership highlighted Piper-Heidsieck's commitment to sustainability with a series of witty, fitting creatives,, aligning with the values of environmentally conscious consumers.



Target audience

- Shoppers around Monoprix retail stores



Campaign specification

- Non-guaranteed, fixed price



Inventory

- 59 screens around grocery
- 3,302,960 impressions



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In collaboration with

JCDecaux

theTradeDesk



Results

+36%

additional revenue for the brand in its product category

+36%

increase in volume on Piper-Heidsieck sales