

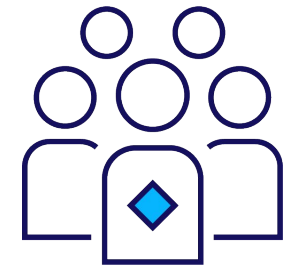
Programmatic showcase

Targeting commuters on the move

Campaign objective

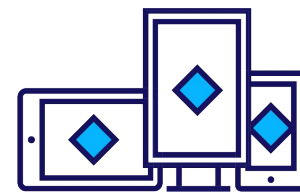
With lockdown restrictions easing in Australia, Spotify wanted to target commuters on the go throughout the day on their way to places of work and leisure.

Using Vistar Media and JCDecaux screens in the five largest cities in Australia, Spotify launched a programmatic DOOH campaign focusing on podcasts, covering multiple genres including news and true crime.



Target audience

- Commuters in Melbourne, Sydney, Brisbane, Perth, Adelaide



Campaign specification

- Large Format, Street Furniture

