

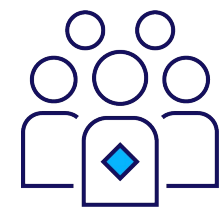
Programmatic case study

Cross-channel campaign to drive visitors during winter, using programmatic DOOH to prime audiences ahead of audio and display re-engagement

Campaign objective

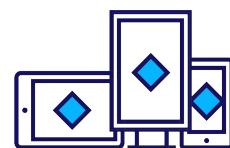
- Drive awareness and consideration of Tasmania as a winter holiday destination to recharge the soul
- Increase visits to the island during winter

We worked with Yahoo! and JCDcaux Australia to drive awareness for the campaign and build the seed audience, before re-engaging the DOOH audience across multiple channels, including video, display, audio, native and mobile.



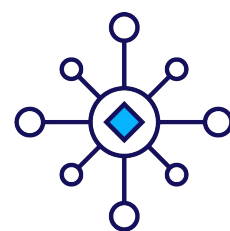
Target audience

- Erudites, Raw Urbanites & people 45+



Campaign specification

- Data Audience Targeting & contextual targeting using JCD AU Adobe Audience Data



Inventory

- Large Format, Small Format, Rail



Campaign set-up:

Audience Targeting: prDOOH	Audio	Display
Demo & Broad Custom Audiences, Ideal Exposure Capture - MAID's + JCD AU Adobe Audience Data	Re-engage DOOH audiences + bespoke Yahoo custom audiences w JCD Adobe DOOH segments + 1P & 3P Audio Provider Audiences	Bespoke Y! custom + Mobile Moments & High Impact + Re-engage DOOH audiences + Y! Custom Audiences - based off the JCD Adobe DOOH segments

The results proved that the omnichannel strategy was a winner, and DOOH was a significant component of that success due to its ability to reinforce Tourism Tasmania's messaging programmatically across channels.

**51%
increase**

In visits to
Tasmania during
off-season

31% lift

In website
visits driven by
prDOOH alone

135% lift

In website visits
across whole
campaign vs
control group

