

Data is the new **GOLD**.

Also in DOOH Advertising?

Challenge.



Brand Building



Dynamics



Specific Addressing

Strategic Idea.

BEST OF BOTH WORLDS.

Out of Home

URBAN VISIBILITY

HIGH QUALITY PLACEMENTS

STOPPING POWER

Digital

TARGETING

SPECIFIC ADDRESSING

CONNECTING THE DOTS

EFFECIENCY

Best practice.

We focused on extremely relevant pre-targeted audience groups based on adsquare data to find the target group interested in organic food.

Precise measurement of real movement pattern through mobile and dynamic data allowed us to localize high target group concentration in time and place.



+ **phd**



+ areasolutions



+ **adsquare**

In collaboration with



11 cities

> 2.000 areas

21 m contacts in target group

Convincing Results.

Strongly increased awareness as a result of accurate audience targeting via Programmatic Buying.

We observed up to

+35%

uplift in the target group reach

vs. no uplift was observed in a traditional DOOH campaign

And ultimately improved efficiency.



+ phd



areasolutions



adsquare

In collaboration with