

RUN



Programmatic DOOH : Develop PUMA Running's brand awareness

From 29/08 to 04/10/2022

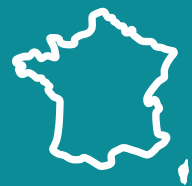
Context :



RTB campaign on digital screens with **6 Publishers**



Real-time optimization on **3 SSP**



Country : **France**



Activation of an automated **post-test measurement to compare the two creatives**



In collaboration with :



RUN



An efficient device

pDOOH campaign for PUMA Running






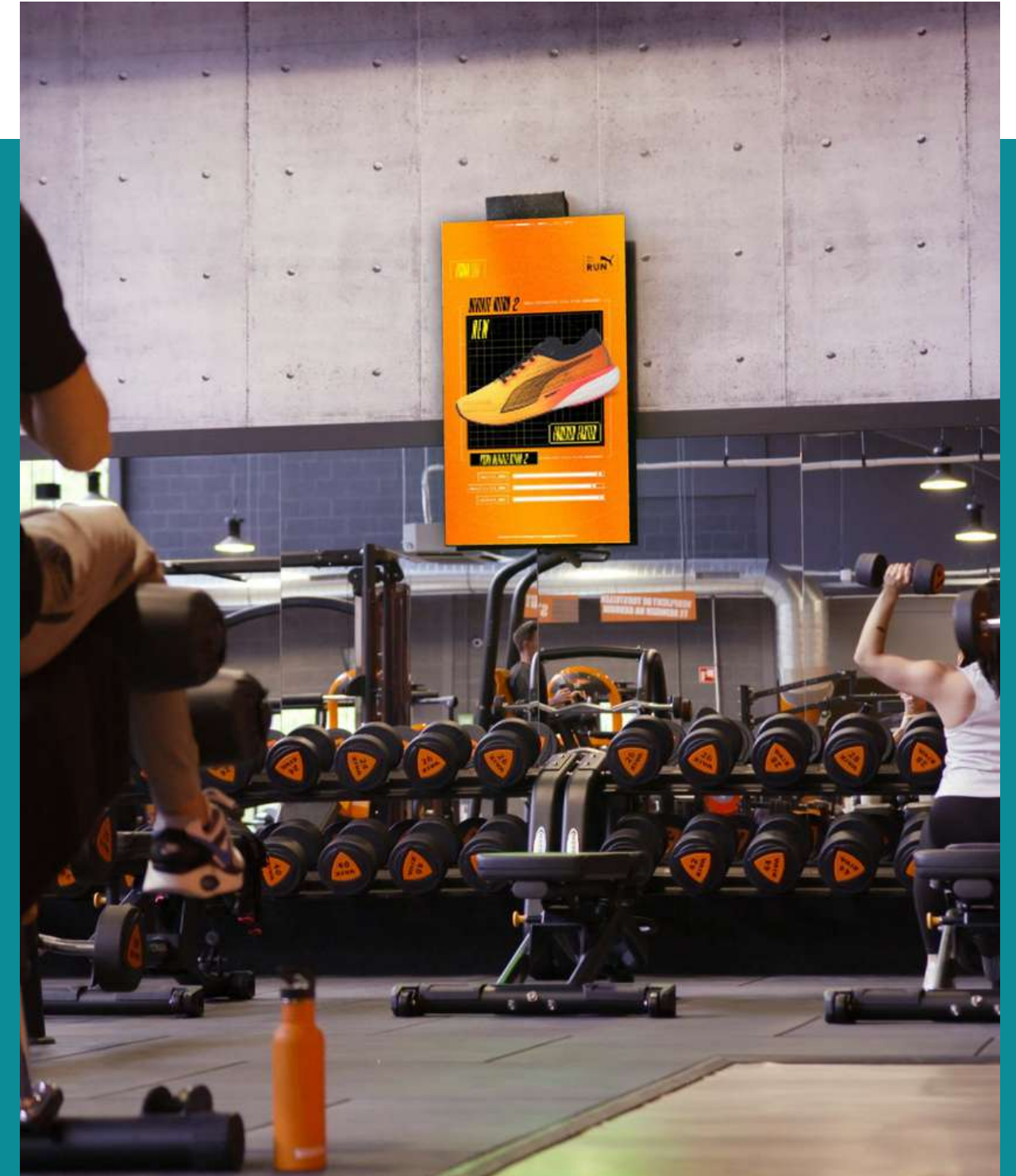
Screens typologies :

 **1998** DOOH premium screens

 **5 environments** : Urban panels, malls, groceries, gyms, office buildings

Targeting & Optimizations

-  Audience data : **"Running"** audience segment selected with **affinity score of 3**
-  Real-time optimization : **Depending on the audience data**
-  A **multi-crea set** was deployed and rotated on all screens



In collaboration with :





Reinforced notoriety

pDOOH campaign for PUMA Running



Results



7.1 Millions
of Impressions



1 998
Screens



Creative 1



+21 pts
clear/understandable



+18 pts
consideration

Customers who will consider Puma Running for a future purchase



Creative 2



+15 pts
clear/understandable



+12 pts
consideration

Customers who will consider Puma Running for a future purchase

1 224
Respondents