

- **Programmatic DOOH: developing awareness of sun care products by Avène**



Context:

**From 24/04 to 15/05 /2022**

- ▶ RTB campaign on digital screens with 2 Publishers
- ▶ Real-time optimization on 1 SSP
- ▶ Country : France
- ▶ Activation of an automated post-test measurement



In collaboration with :



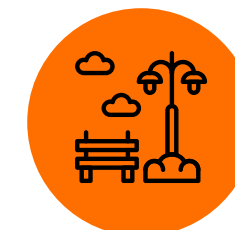


### Typology of screens

- ▶ 663 DOOH premium screens overweighted by the target as soon as the UV index was above 3.
- ▶ 2 environments : Outdoor, Train stations & Subway stations

### Targeting & Optimizations

- ▶ Data: "Women 25-54" segment selected with affinity score set to 1
- ▶ Real-time optimization between 7am and 8pm according to the UV index
- ▶ Targeting: In proximity of sun care products by Avène sales pharmacies



# Reinforced notoriety

pDOOH campaign for sun care products by Avène

## Résultats



▶ **5.8 Millions of Impressions**



▶ **663 Screens**



▶ **+16 points of notoriety**



▶ **61% of consideration**

consumers considering sun care products by Avène offer in their next purchase of sun care products

