

Success story



# How to promote a model rebranding using pDOOH

Powered by  x **HAVAS** x **INNOCEAN** FRANCE





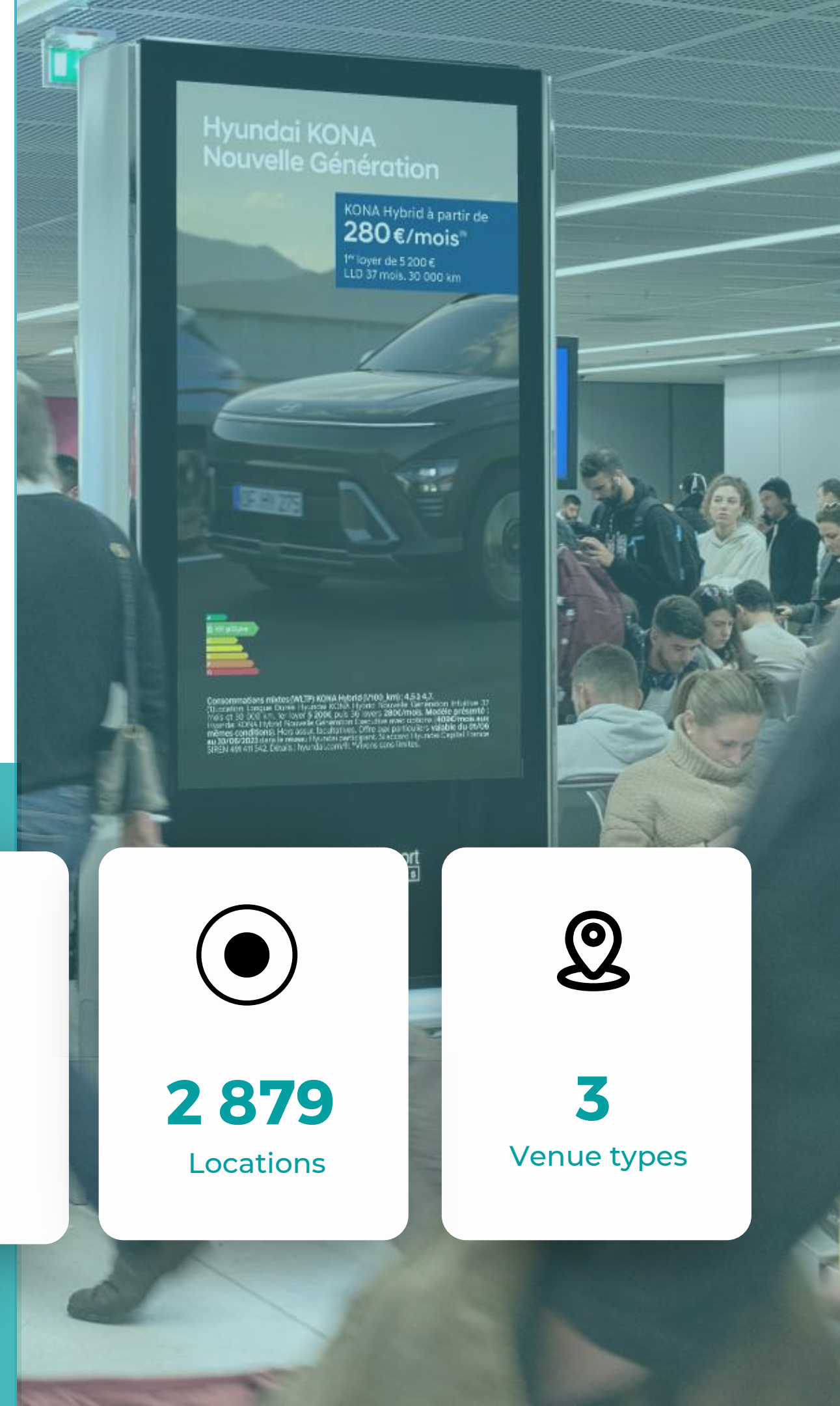


x HYUNDAI x **HAVAS** x **INNOCEAN**  
FRANCE

### CONTEXT

# Promoting KONA SX2 new model across France

Use programmatic DOOH to increase notoriety and boost sales only on the screens and points of interest where the target is most present.



### STRATEGY

- **Period** : Two weeks in May-June
- **Precise geo and time targeting**
- **Custom dayparting** depending on locations
- **Location**: Custom POI in France
- **Screen types**: outdoors, airports and train stations



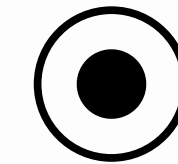
**203**

POI around  
Hyundai shops



**4 623**

Screens



**2 879**

Locations



**3**

Venue types





X



HYUNDAI

X

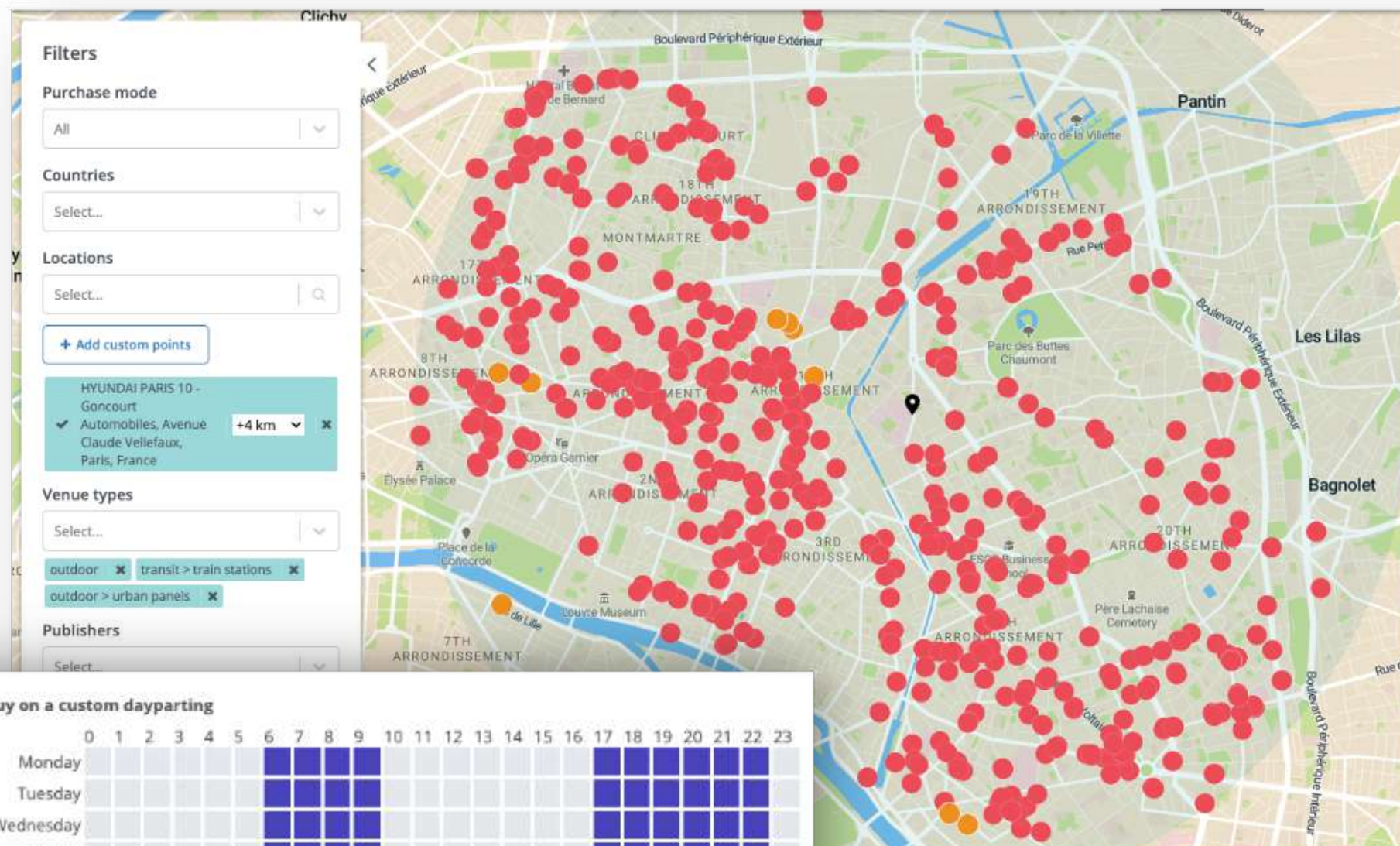
HAVAS

X

INNOCEAN  
FRANCE

## STRATEGY

# Targeting where the audience is most present



203 custom POI

### Targeting

Outdoor & Railway Stations: 15km around Hyundai dealerships in France

Airports & Service Stations: 20km around Hyundai dealerships in France

### Capping

6am/10am & 5pm/23pm: Railway stations

6am/12pm & 5pm/22pm: Service Stations

8am/22pm: Airports

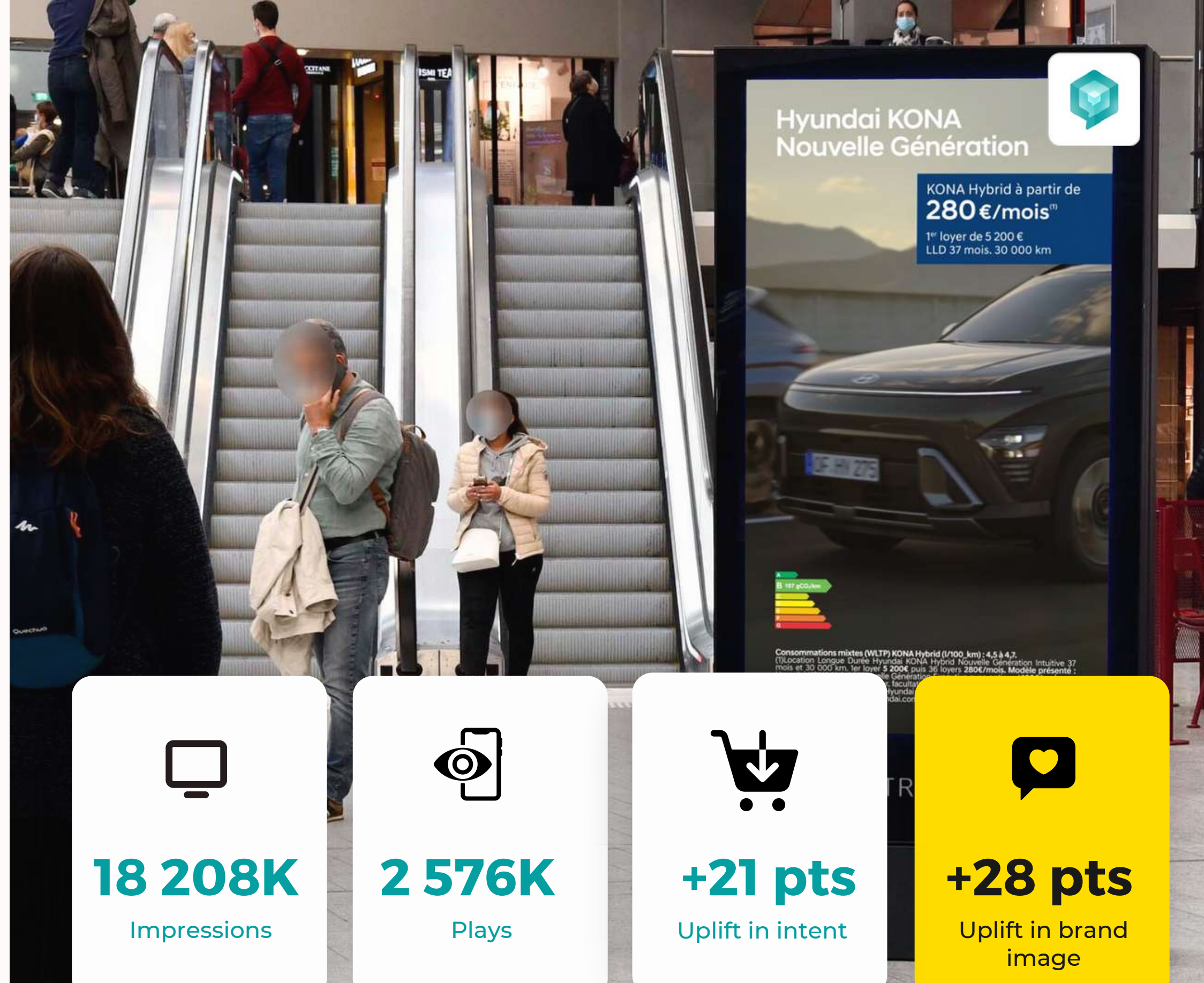
8am/12pm & 5pm/22pm: Outdoor



## RESULTS

# Improved brand image with successful creatives & geotargeting

Two mobile programmatic surveys sent via Happydemics, with comparison of creative on the display area around the panels. These surveys highlighted an increased consideration for the brand in future purchases. Simultaneously, they allowed the brand to gain recognition among the public.



**18 208K**

Impressions



**2 576K**

Plays



**+21 pts**

Uplift in intent



**+28 pts**

Uplift in brand image

Broadcasted with:

JCDecaux



VIOOH

