

Success story



Improve awareness of the new premium card and exclusive offer by Orange Bank

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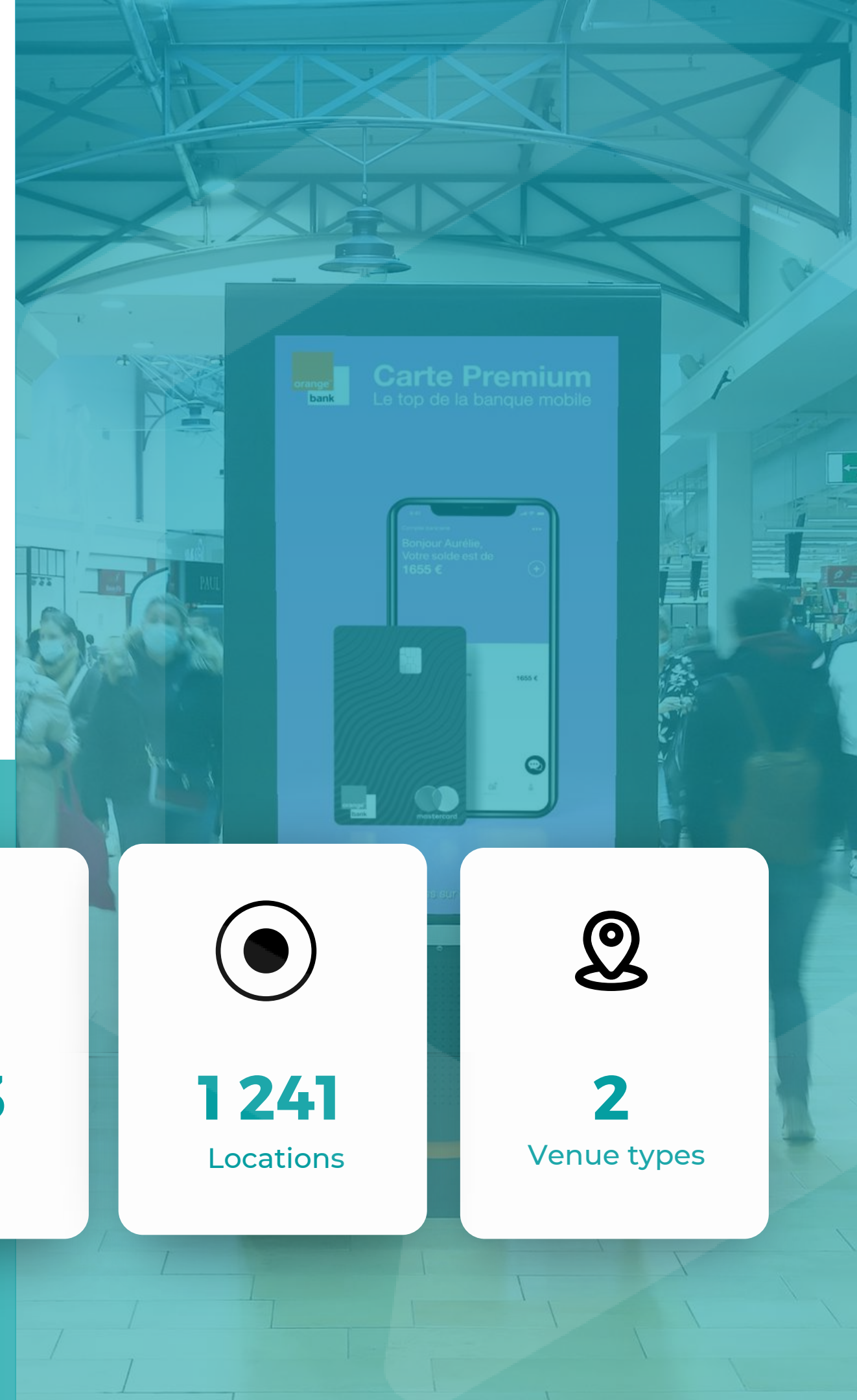
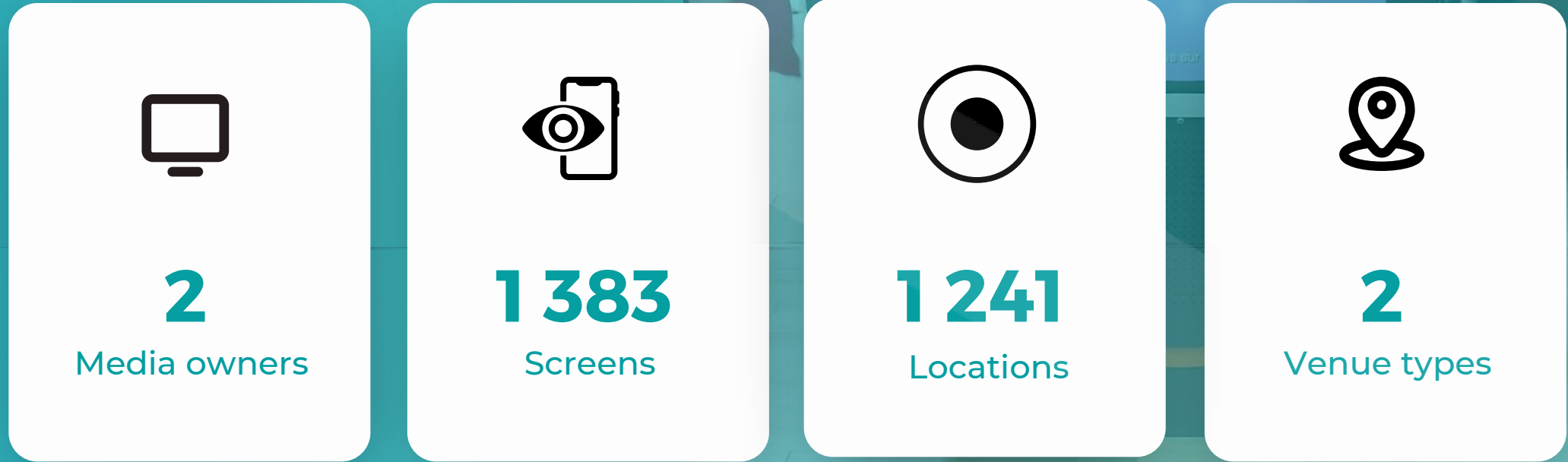
CONTEXT

Improve awareness of the new premium card and exclusive offer by Orange Bank

Deploy programmatic DOOH to maximize impact during a two-week campaign promoting the new premium black card and its exclusive offers across France.

STRATEGY

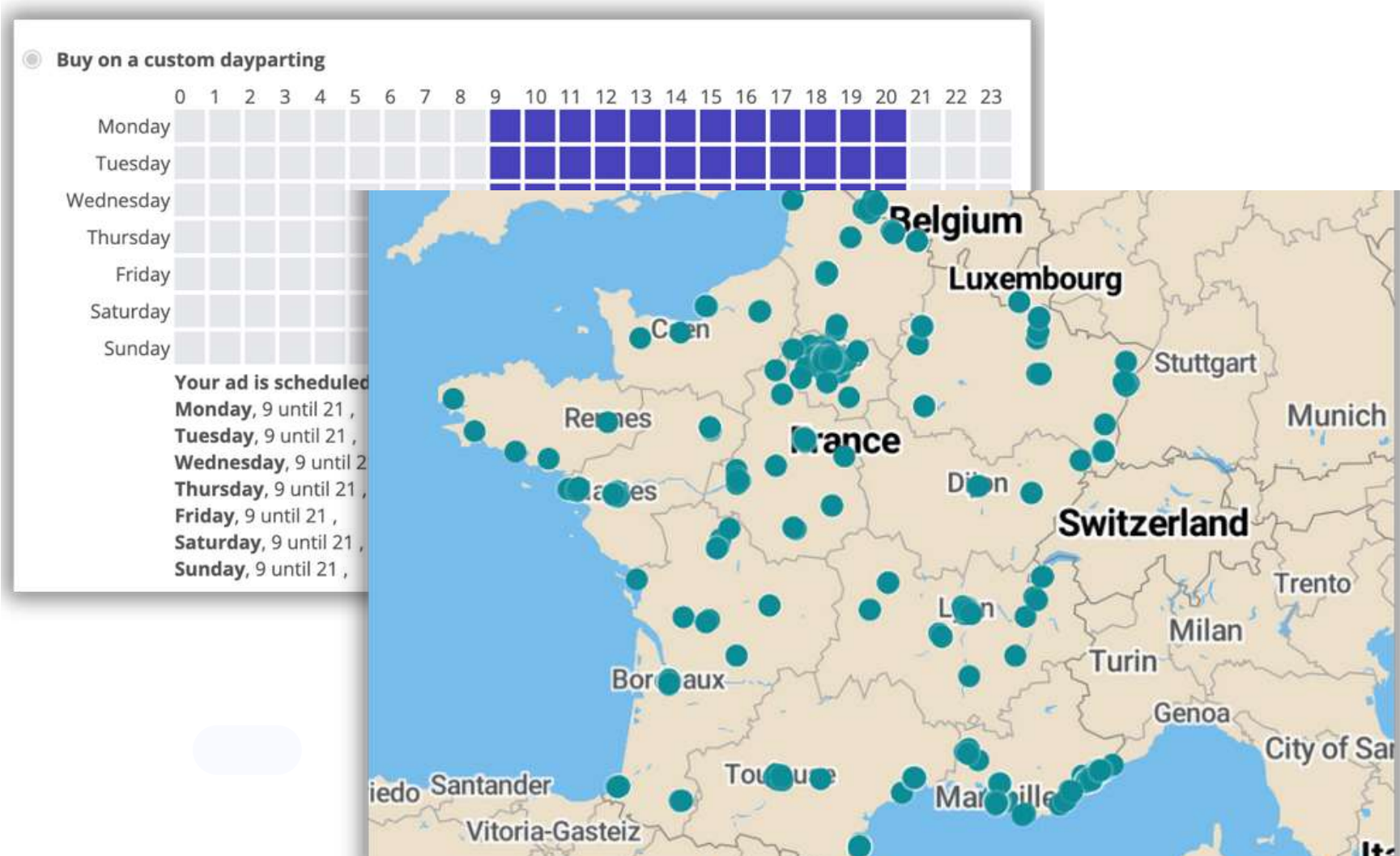
- Period: December - 2021
- Geographic targeting in cities with an Orange point of sale, combined with real-time optimization and the deployment of multiple creatives
- Custom dayparting: 9am to 9pm all week long
- Location: France
- Screen types: Outdoor, Malls





STRATEGY

Targeting with optimized time and relevant geographic point



Targeting & Optimizations

Real-time optimization

- Between 9am and 9pm
- During the peak of attendance
- With a rotation of the creatives

Targeting

- In the cities that have an Orange point of sale
- On screens that reached their target

Broadcasted with:

JCDecaux

IMEDIA CENTER



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RESULTS

Gain in consideration on future purchase thanks to a real time optimisation and relevant geo-targeting

The mobile programmatic survey sent via Happydemics gathered 655 respondents. This survey highlighted an increase in the brand's visibility within the banking market. Furthermore, it indicates that, thanks to this campaign, Orange Bank has gained significant consideration among the people exposed to it. They are now considering Orange Bank when contemplating their choice of a bank card.



1 383

Screens



8M

Impressions



+24 pts

Uplift in notoriety



+46%

Uplift in consideration

Broadcasted with:

