

Success story

RUN 

Increasing awareness of Puma's new running shoes through pDOOH

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x



CONTEXT

Raising awareness for Puma's latest running shoe through pDOOH

Leverage programmatic DOOH to promote Puma's Deviate Nitro 2. Broadcast across France for a month and a half to achieve maximum impact.

STRATEGY

- **Period:** August to October - 2022
- **Audience targeting with a real time optimization**
- **Custom dayparting:** Depending on the audience data
- **Location:** France
- **Screen types:** Urban panels, malls, groceries, gyms, office buildings



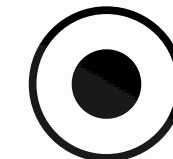
6

Media owners



1 998

Screens



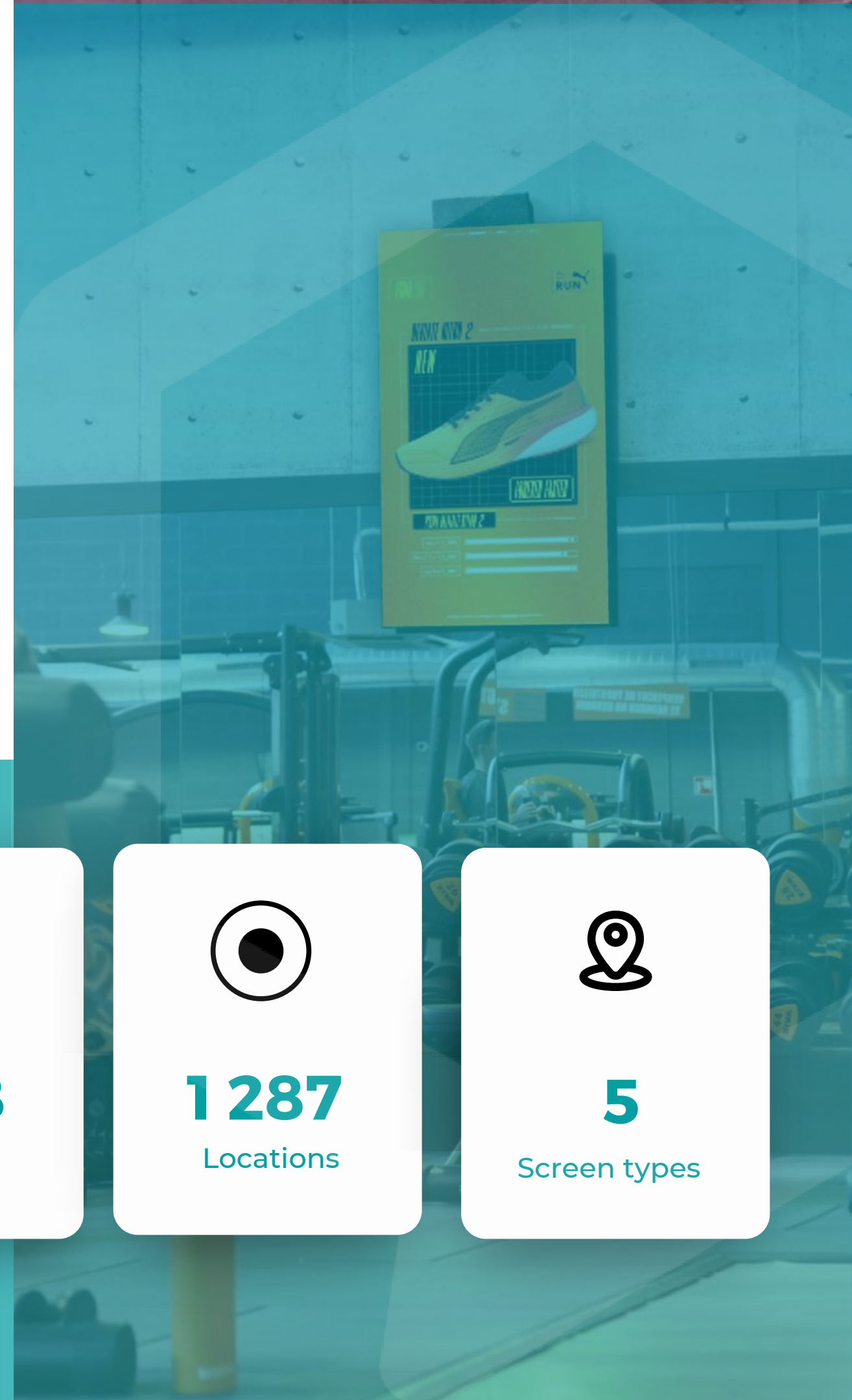
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Locations



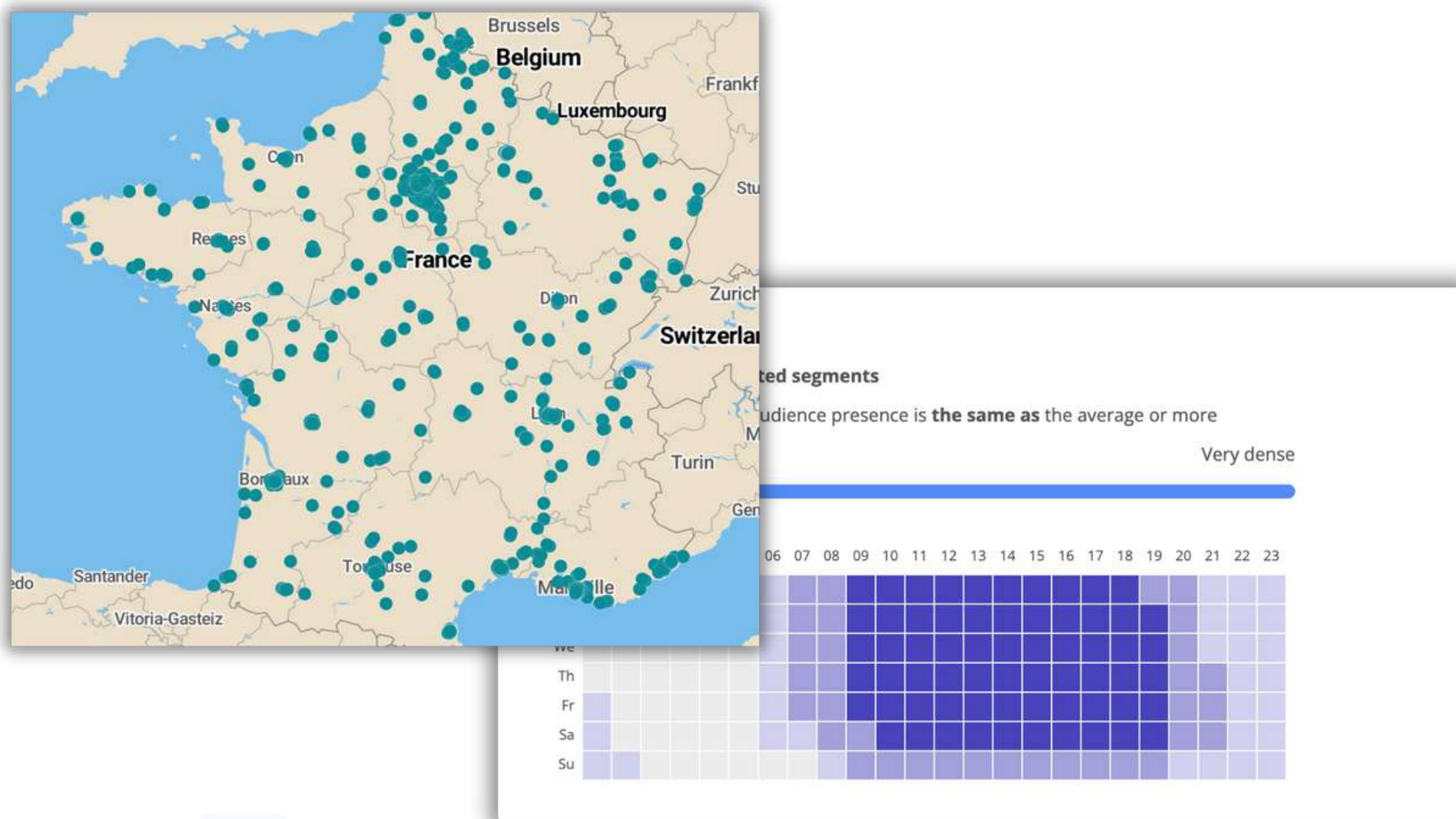
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Screen types



STRATEGY

Targeting with relevant geographic area



Targeting & Optimizations

Segment

- 'Running' audience segment selected
- Affinity score of 3

Real-time optimization

- During peak periods, by segment
- With a rotation of two creatives

Targeting

- All over France
- With audience data



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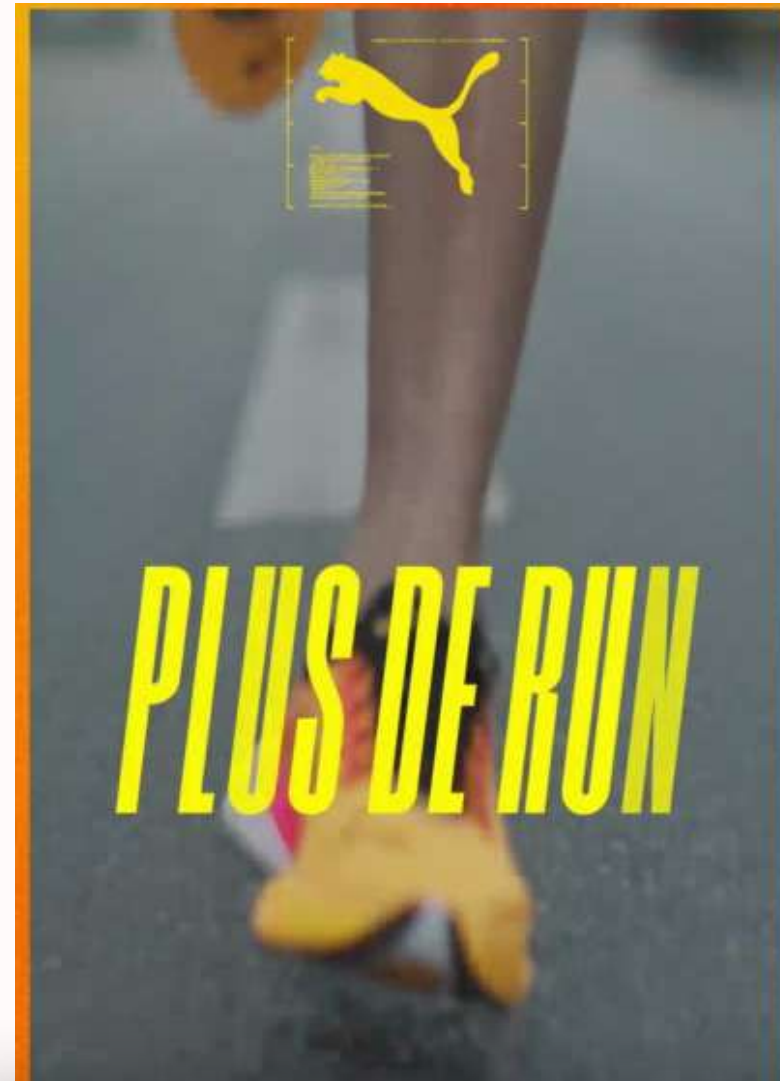
CREATIVE ONE

CREATIVE TWO

RESULTS

Get consideration for a future purchase through audience targeting and a set of multiple creative assets

The mobile programmatic survey sent via Happydemics collected responses from 1,224 participants, with separate surveys for each creative. This facilitated a comparative study of the two creatives, revealing that the first creative garnered the highest engagement, contributing significantly to brand awareness. Additionally, the first creative was found to be more comprehensible to the exposed audience. Together, both creatives amassed a total of 3.8 million impressions.



+21 pts

Uplift in understanding



+18 pts

Uplift in consideration



+15 pts

Uplift in understanding



+12 pts

Uplift in consideration

Broadcasted with:

