

Success story

GAME

# Promoting Game stores as the top choice for Christmas gifts with pDOOH

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### CONTEXT

# Increase awareness around the variety of product available at Game stores

Using programmatic DOOH and retargeting mobile to reach hardcore and casual gamers, as well as individuals celebrating Christmas

### PLAN

- **Period:** December 21st to January 5th, 2023
- **Custom Buying:** Boosted CPM and capping optimization depending on demand
- **Location:** Spain
- **Diffusion areas:** urban panels and malls

Broadcasted with:



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Impressions



**236**

Screens



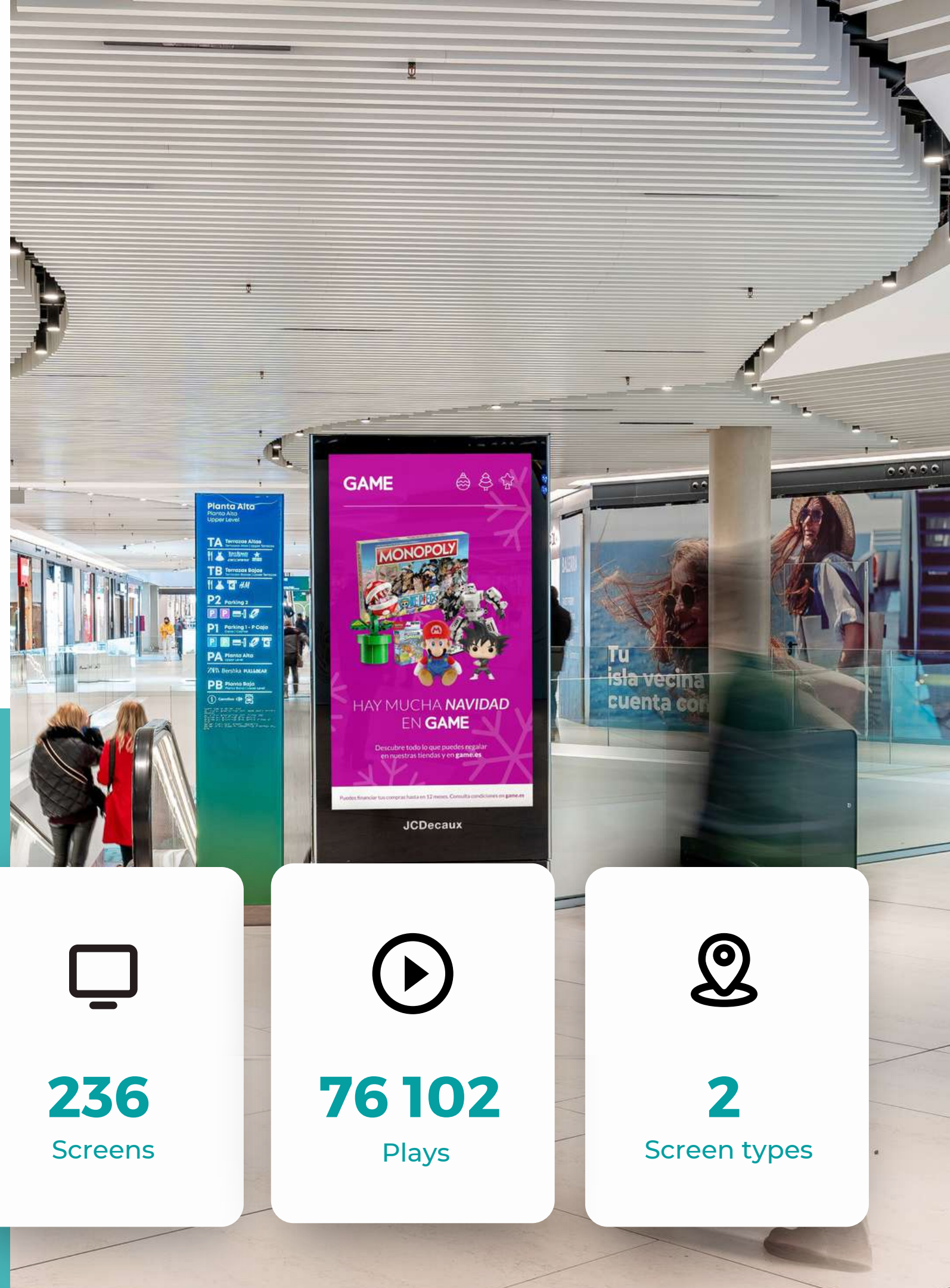
**76 102**

Plays

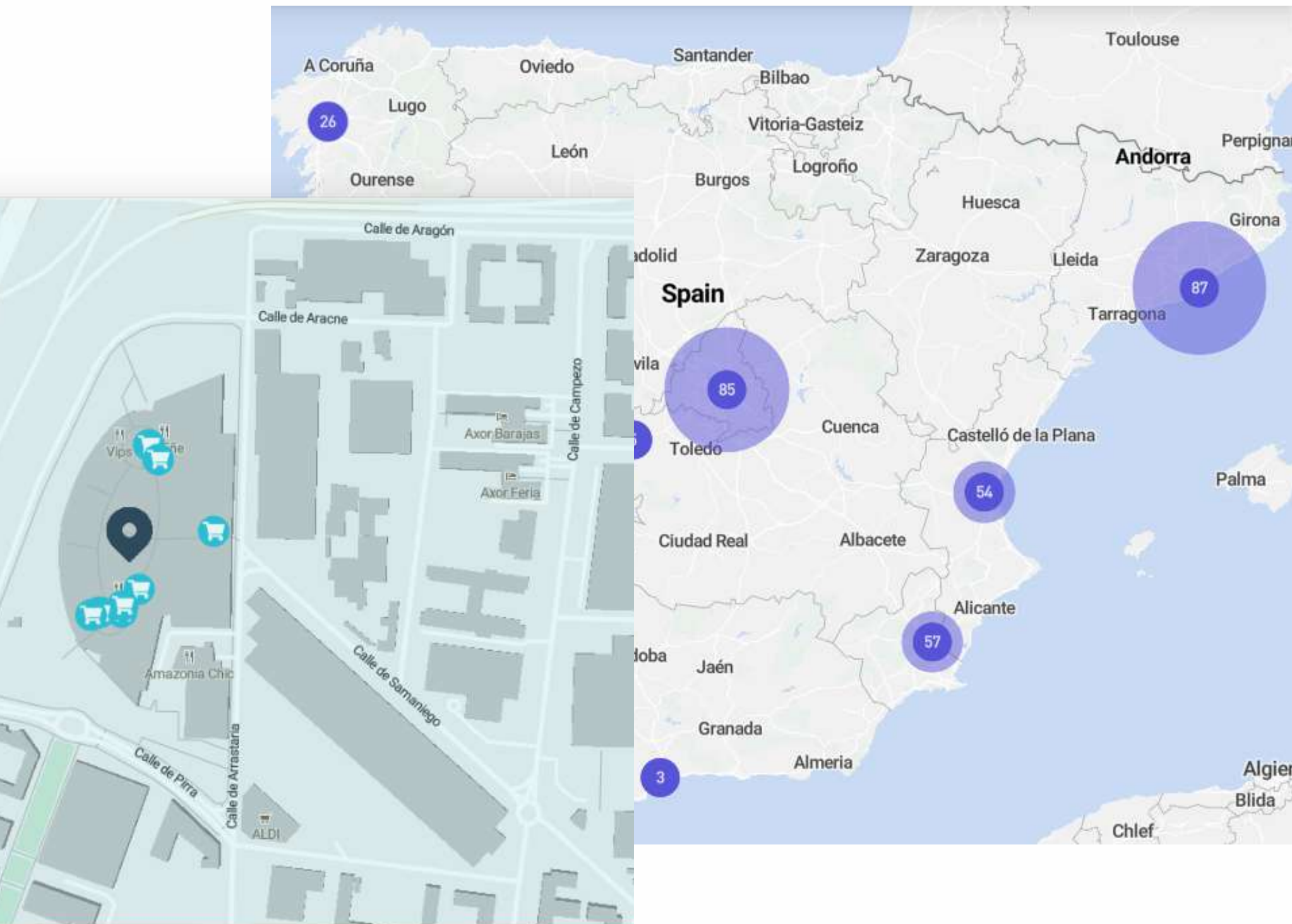


**2**

Screen types



# Focusing on major areas and cities with the highest-performing game stores



## Audience

- Families and individuals celebrating Christmas
- Gamers of all kinds—hardcore, casual, and professional—without any age limit

## Real-time targeting

- Focus on the busiest Points of Interest (POI) in Barcelona and Madrid,
- Equal redistribution strategy in other cities for a national impact.
- The venue types : urban panels and malls, with a specific emphasis on most effective game stores.

## Creatives

- Four different creatives, each featuring a distinct theme: Hero, Tech, Video games & Merch

## STRATEGY - MOBILE

# And retarget DOOH exposed users on their mobile



## Real-time retargeting

- When a passerby stands in front of a DOOH screen broadcasting the Game campaign, Locala will retrieve their mobile IDs for later retargeting.
- This retargeting is conducted through a diverse panel of websites and apps. For this mobile format, the creatives are 100% animated creatives, incorporating the four themes of the DOOH campaign, ensuring a harmonious message delivery

## Results

- The creatives achieved an average of **706 clicks** each, totaling an impressive **5648 clicks** for all four.
- This resulted in an overall **click rate of 33%**.





## RESULTS

# A contextualized pDOOH campaign drives brand image, consideration and special intent

The mobile programmatic survey, distributed through Happydemics, was carried out throughout the entire campaign and gathered responses from 300 participants. The results showed significant improvements in brand familiarity, suggesting increased awareness and trust in the brand following the campaign. Additionally, the survey highlighted a rise in consideration for future purchases, accompanied by an enhanced intent towards the brand. The retargeting mobile efforts with Locala also revealed a positive and responsive attitude among consumers towards the client.



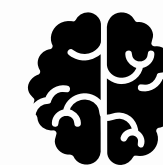
**5648**

Clicks in retargeting



**+19pts**

Uplift in brand familiarity



**+23pts**

Uplift in consideration



**+37pts**

Uplift in special intent