

Success story



Enhance awareness of Veolia's environmental challenges and solutions with pDOOH and Dynamic Creative Optimization.

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CONTEXT

Raise awareness of the 10 ecological and environmental challenges in Belgium through the Pulse of Nature project.

Crafting a pDOOH campaign with Dynamic Creative Optimization to contextualize DOOH creatives based on live data from Veolia.

PLAN

- Campaign dates: 11/09/2023 to 29/09/2023
- Country of diffusion: Belgium
- Targeted locations: 110 cities in 11 provinces.
- Multilingual campaign: French & Dutch



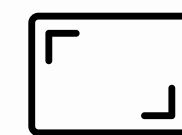
4

Types of locations



110

Point of interests



551

DOOH screens



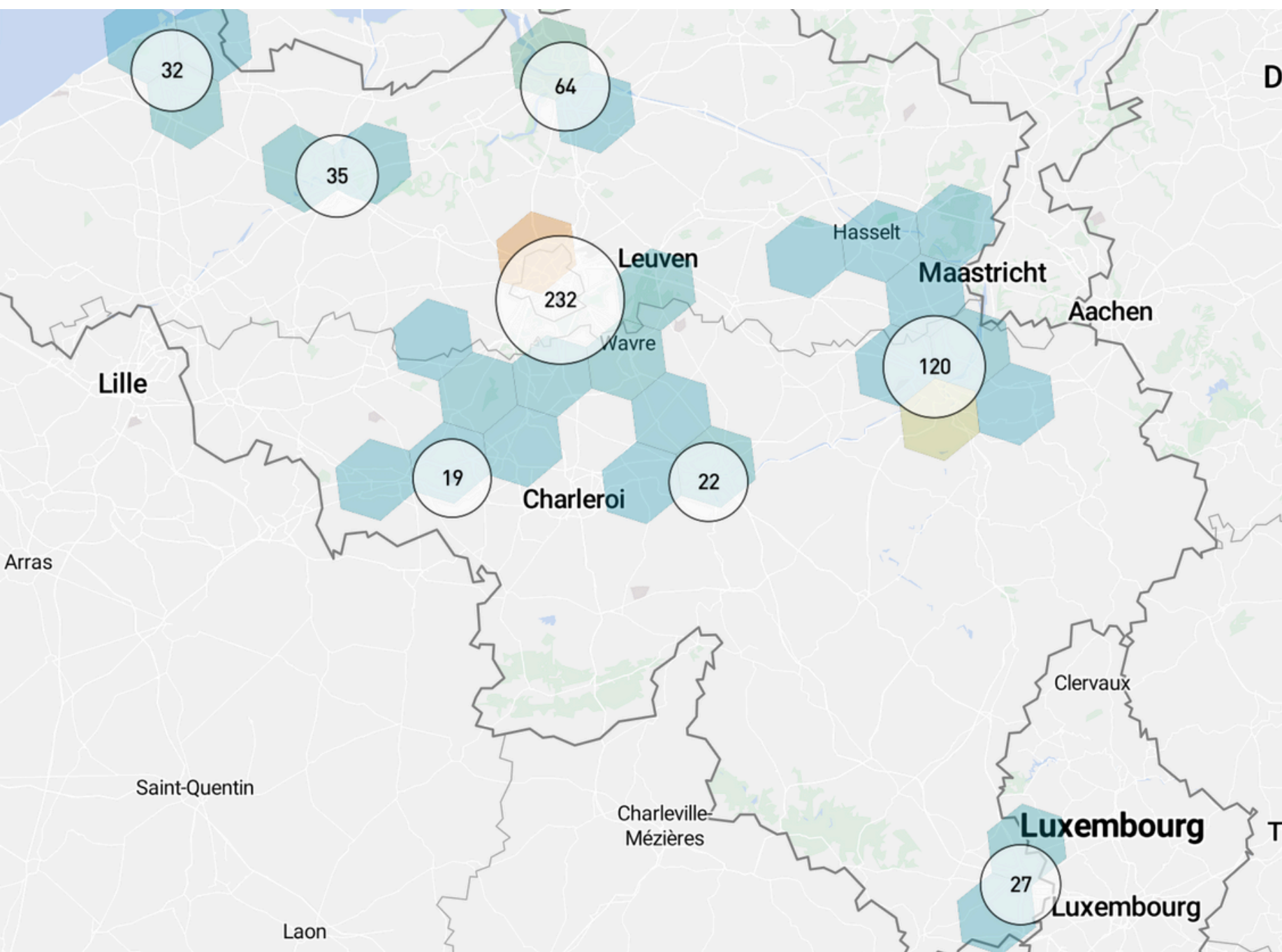
20

Different creatives



STRATEGY

Amplifying Veolia's environmental message with pDOOH and DCO



Geo-targeting

- **11 Belgian provinces** with an average broadcasting radius of 20 km

Creative content optimisation

- **20 different advertising creatives** (10 in French - 10 in Dutch)
- **Real-time customization:** data is triggered using a direct connection with Veolia's data to display the most accurate and relevant message based on the location and period.

Day-parting & pacing

- **Personalized schedules** around Veolia's 110 priority points of interest, updating every 24 hours to reflect the latest information and priorities
- **ASAP Pacing** to ensure maximum and fast delivery

Venue types

- **High-traffic DOOH screens:** shopping centers, bus shelters, stations and urban panels

Broadcasted with:

JCDecaux



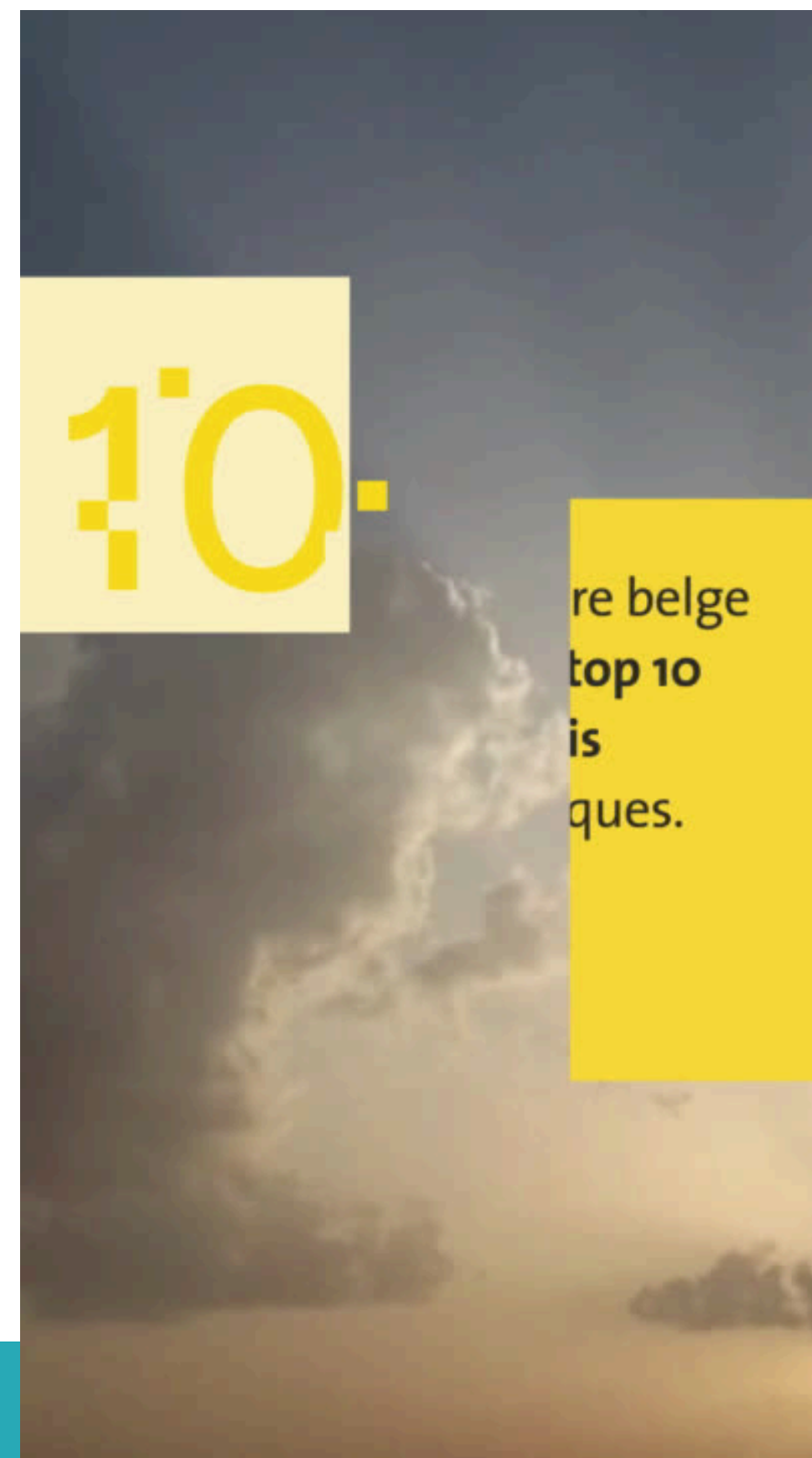
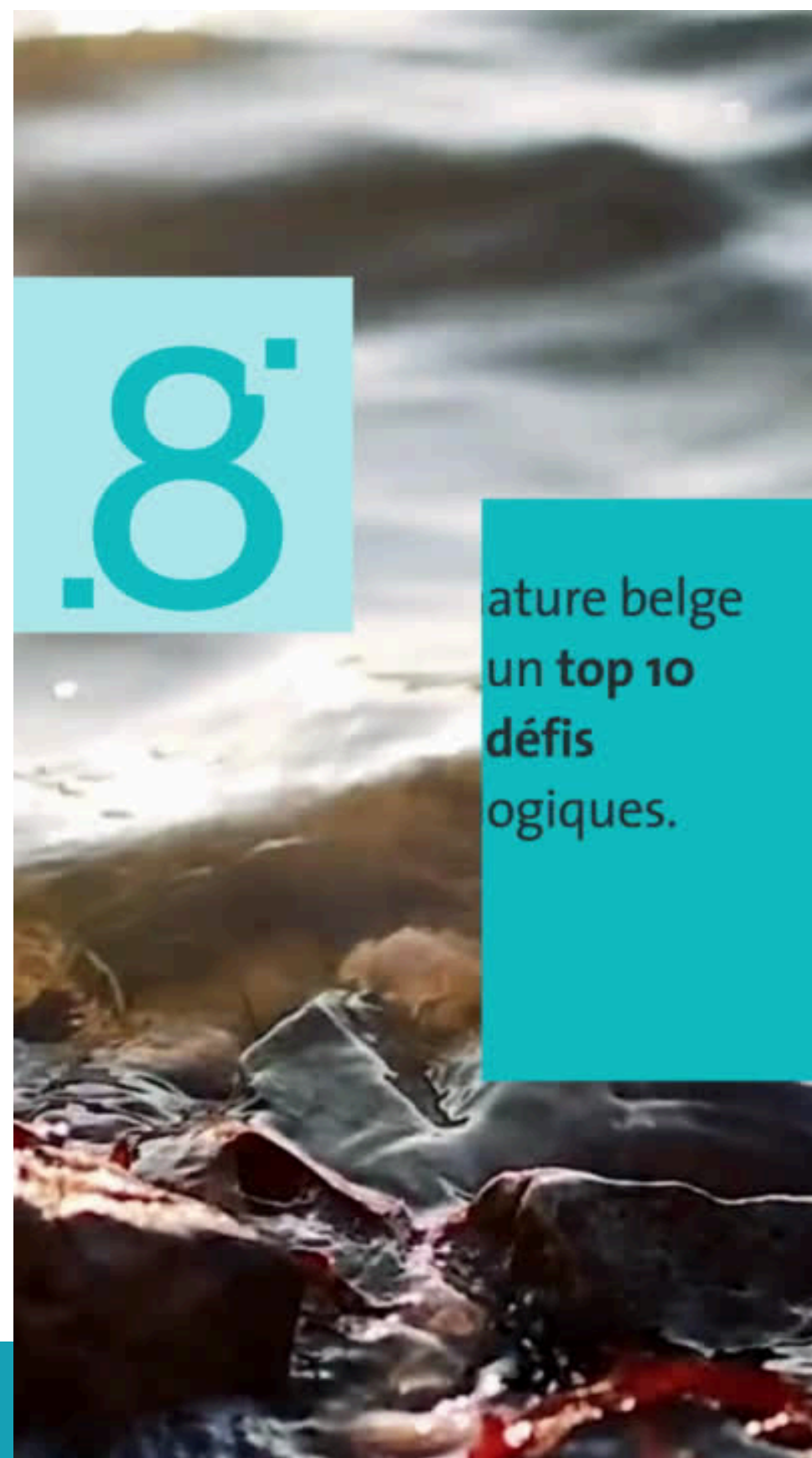
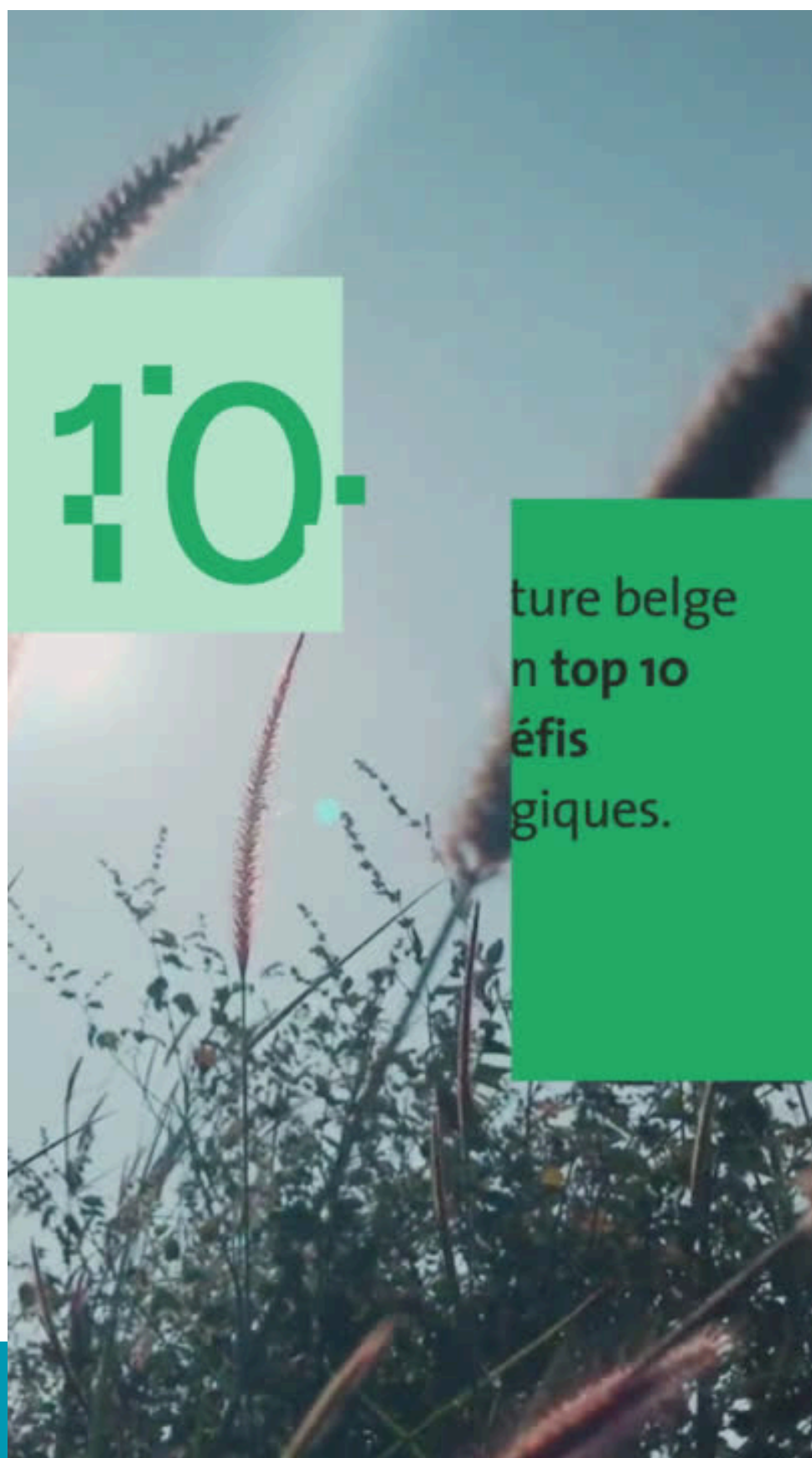
Clear Channel

VIOOH



Broadsign

Dynamic Creatives Optimization



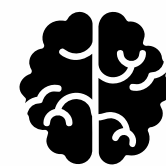
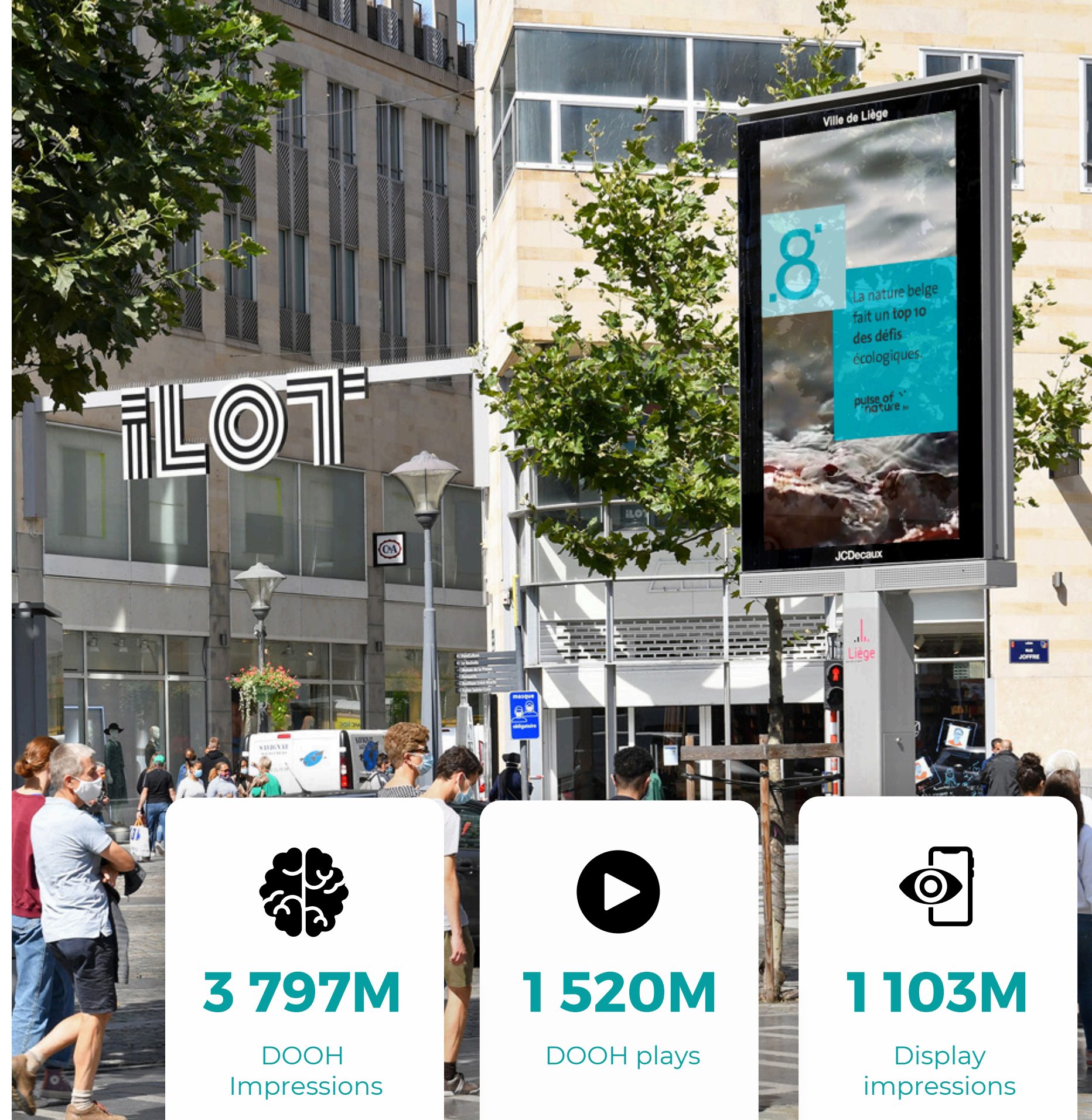
20 different
creatives to be
updated based
on Veolia's live
data



RESULTS

pDOOH campaign amplified with display ensured maximum impact and relevance

Through thorough **evaluation of data collected during the campaign**, including impressions and plays, the brand gained valuable understanding of the campaign's performance. By leveraging the lessons learned from this analysis, Veolia can enhance its environmental message delivery. This approach ensured **maximum impact and relevance** for the target audience, making the campaign highly effective in promoting Veolia's environmental initiatives in Belgium. The collaboration between Ganned, Famousgrey, and Displayce proved to be effective in crafting a strategic media plan powered by **reliable and real-time data**, further enhancing the campaign's success.



3 797M

DOOH
Impressions



1 520M

DOOH plays



1 103M

Display
impressions