

Success story



# Leveraging triggered pDOOH to position Columbia as the go-to choice for outdoor activities

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## CONTEXT

# In preparation of the winter holidays, how to amplify awareness and purchase intent in Europe

Crafting a weather-based triggered pDOOH campaign targeting audiences seeking high-quality gear for their winter adventures.

## PLAN

- **Two waves:** Warm campaign from November to December 2023 and Ski campaign from December 2023 to January 2024
- **Countries of diffusion:** United Kingdom, France, Switzerland, Germany, Spain
- **Target audience:** 25-55 years old consumers



**71 396M**

Impressions



**6**

Types of locations



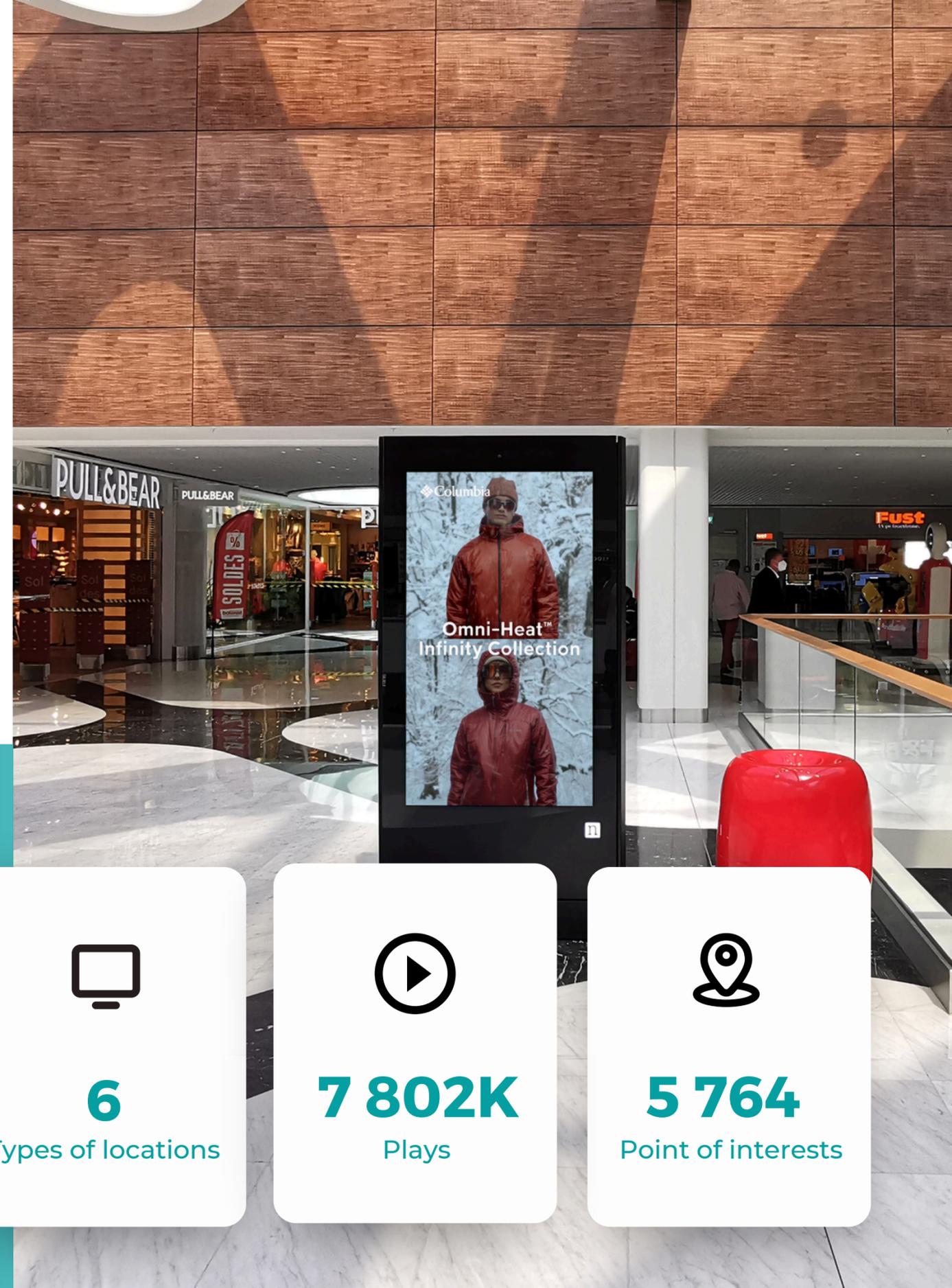
**7 802K**

Plays



**5 764**

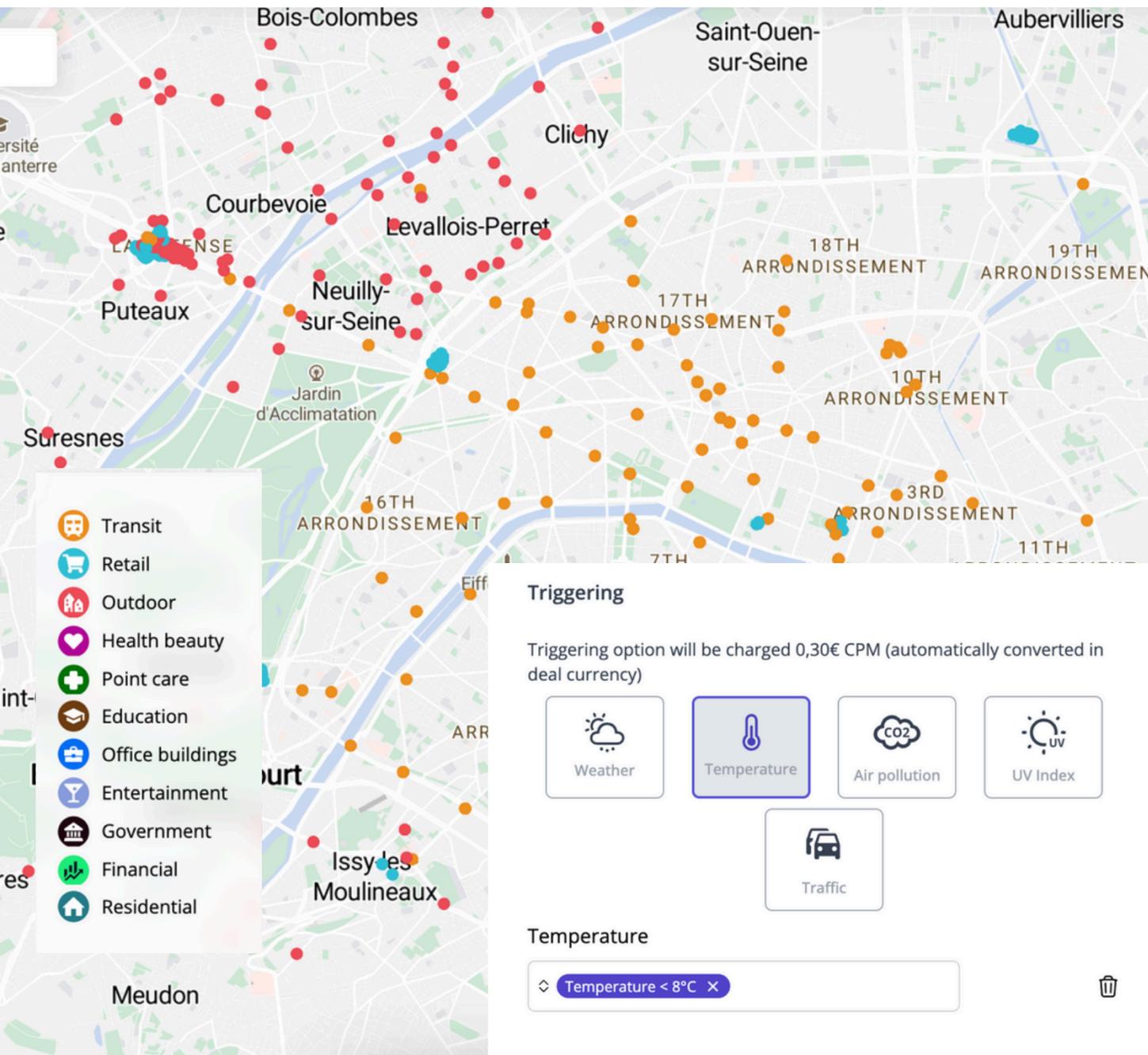
Point of interests





STRATEGY

# Prioritize contextual relevance by using weather triggers to broadcast only when the audience is preparing for cold weather



## Geo-targeting

- European cities characterized by low winter temperatures
- And **only broadcasting** when temperature is below 8 degrees Celsius

## Dayparting

- Different time diffusion depending on the venue type & country:
  - Example: Transports in France: 7-10 am / 12- 3pm / 5-10 pm

## Locations

- Travel and leisure-centric settings to capture audience' attention: metro, train stations, bus shelters and malls

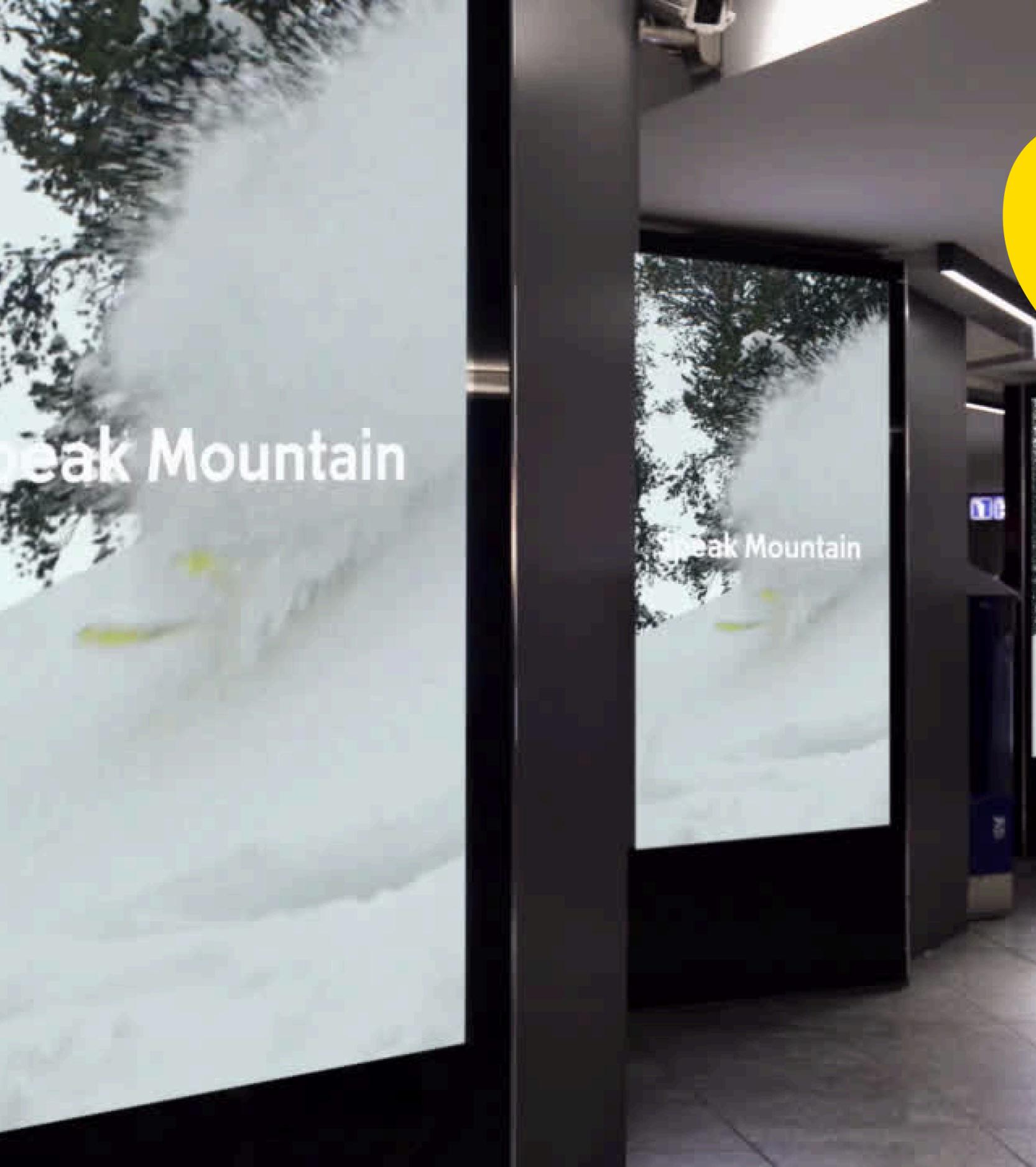
Triggering

Triggering option will be charged 0,30€ CPM (automatically converted in deal currency)

Weather Temperature Air pollution UV Index Traffic

Temperature

Temperature < 8°C



Peak Mountain

Peak Mountain

***'Being in the right set of interest for our target consumers is critical if you want to improve brand consideration. Spinnn has proposed an innovative campaign set up to deliver our brand message in the right time at the right moment for the right audience.'***

**Romain Cancilleri-Michy**

Senior Brand Marketing Manager Europe

 **Columbia**



RESULTS

# Columbia remains top-of-mind brand for consumers as they plan their winter holidays

The mobile programmatic survey sent via Happydemics was conducted over one month during the Warm campaign to identify learnings and optimisation points. The survey allowed Columbia to assess the effectiveness of their campaign, which proved to be effective. The campaign demonstrated a noteworthy enhancement in brand awareness, consideration and specific intent for Columbia.




**+25 pts**  
Uplift in brand awareness across 5 markets



**+33pts**  
Uplift for consideration for Germany



**+48pts**  
Uplift specific intent for Germany



**+19pts**  
Uplift for brand familiarity in Switzerland



Ad recall impact  
Most performing countries and KPI