



Client story

SOFITEL  
LUXURY HOTELS

dentsu

Sofitel

## DOOH campaign

Increase awareness of Sofitel hotels in the United States among affluent travelers with programmatic DOOH

- **Location:** USA, 6 different states with international airports and close to Sofitel hotels
- **Audience:** affluent travelers over 35
- **Period:** November 2, 2023 to December 2, 2023
- **Venue type:** Airport



15 442k

Impressions



2 003k

Plays



341

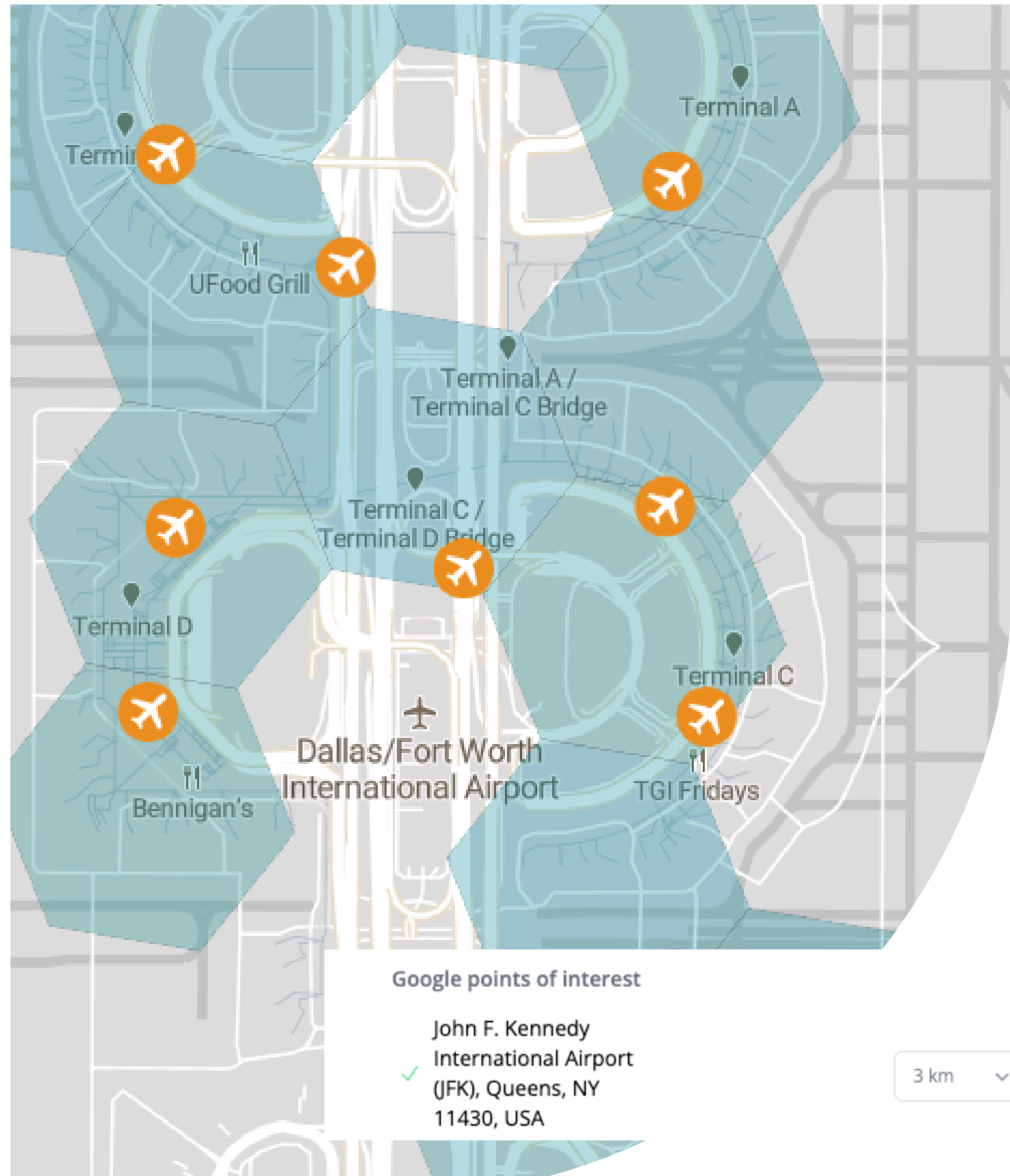
DOOH  
screens



310

Point of  
interests

# Advertise in international airports to limit message loss to affluent travelers



## Geographic targeting

- **6 states** : Illinois, California, New York, Washington, Texas, and Pennsylvania **where Sofitel hotels are present**
- Target of **100% of international airports** in these states

## Creatives

- Using **different creatives** at the same time to exploit panel formats (vertical & horizontal) and be omnipresent in airports

## Day parting & pacing

- **Personalized schedules** to especially target high-end flight companies
- **Budget breakdown** reflecting the volume of screens per state: 50% of the budget for the states of New York and California - 50% of the budget for the other states.

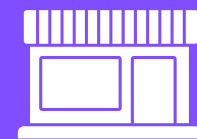




## RESULTS

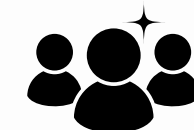
# Smart and strategic planning led to an increase in awareness for Sofitel

A Happydemics brand lift study was carried out to measure the impact of the activation during the campaign. Seven questions were asked of a group of 300 users exposed to the advertising campaign and a control group similar in terms of gender and age to the population not exposed via Happydemics. The DOOH campaign improved both preference and specific intent regarding Sofitel offering. With an impressive 44 point increase in specific intent, **the Sofitel campaign is placed in the top 15% of campaigns for specific intent.** Specific intent refers to the consumer's willingness to take action related to the brand.



**+44pts**

Uplift in  
specific intent



**+15pts**

Uplift in brand  
image



**+27pts**

Uplift in  
consideration



**+13pts**

Uplift in  
brand familiarity