

Client story

displayce

ambipar^a

 CreativeTM

Ambipar

DOOH campaign

Boosting global awareness of Ambipar's green shares with pDOOH and strategic targeting

Selecting cities and screens near financial centers with programmatic DOOH to encourage investors to buy AMBP3 shares.

- **Location:** Financial areas in London, Paris, New-York, Frankfurt
- **Two Waves:** 1st wave from 10/11/2024 to 15/10/2024 and 2nd wave from 29/10/204 to 01/11/2024



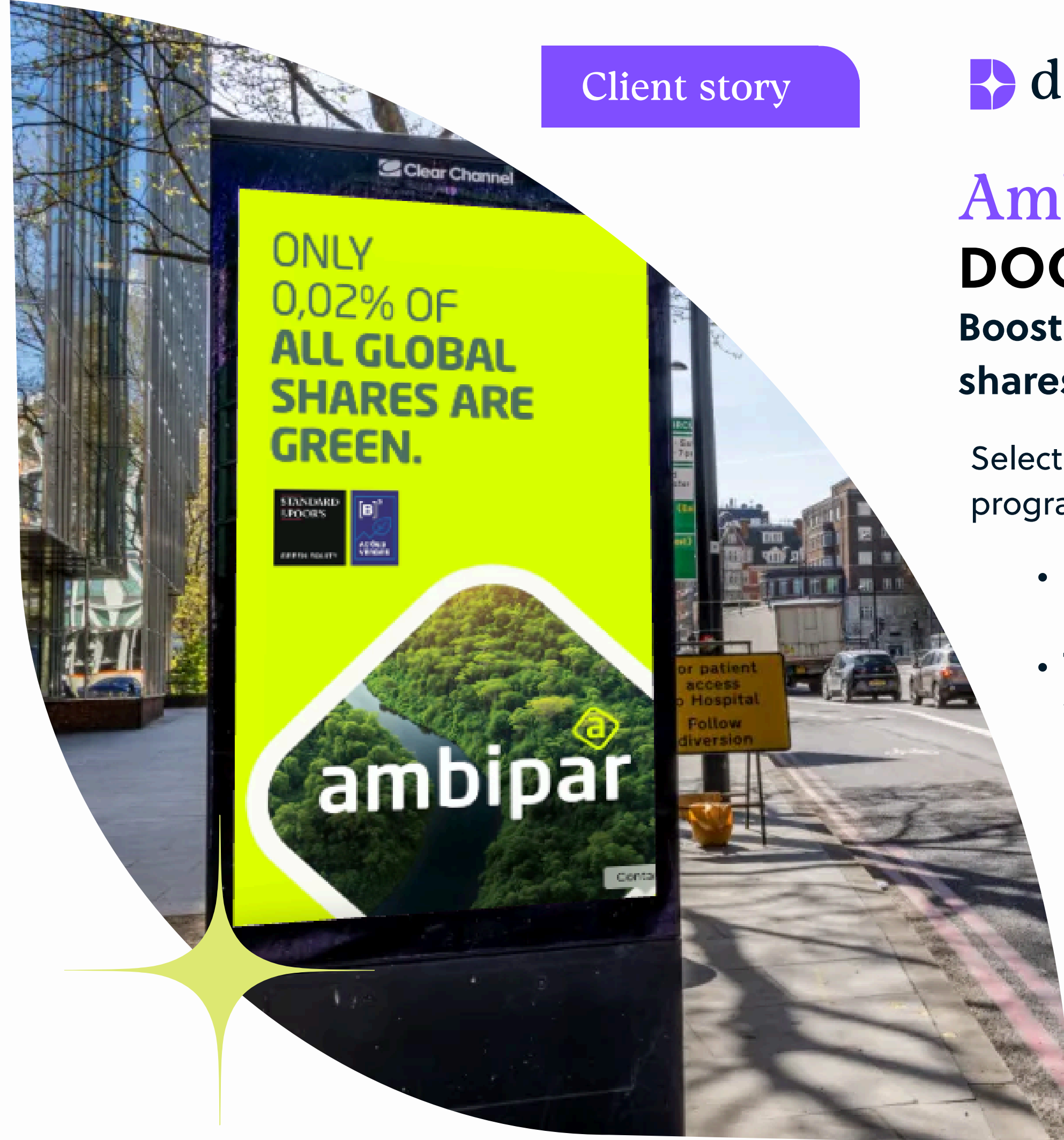
545

DOOH
screens



281

Point of
interests



Targeting major financial hubs and key investor events to reach the audience



Wave one - Global reach

- **Target locations:**
 - **Paris, London, New York, and Frankfurt** – home to some of the world's largest trading centers.
 - **11 diverse DOOH venue types** to maximize visibility across various urban environments.
- **Creatives:**
 - Adapted into three languages to resonate with audiences in each city
 - With an engaging messaging emphasizing Ambipar's sustainable investment opportunities.

Wave two - Focused impact

- Broadcasting only in London during a major investor event.
- **Target location:**
 - Around the event venue, leveraging repetition to reinforce Ambipar's presence among investors and potential stakeholders.
 - On urban panels and train stations following the audience's journey



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RESULTS

Global coverage, and focused reach to engage with the right audience worldwide

The campaign successfully achieved its objective of enhancing awareness of Ambipar's green shares among **key financial audiences**. By strategically leveraging **DOOH's reach in major trading hubs and around a high-profile investor event**, the brand captured attention and reinforced its message. The **high number of impressions** reflects the strong visibility and engagement generated throughout the campaign, highlighting the strategic choice of locations and the relevance of each broadcast.

