



Client story

SCREENBASE



## Burger King DOOH campaign

Promoting the partnership between Squid Games and Burger King with programmatic DOOH

- **Location:** All over France
- **Period:** December 17 to December 31
- **Venue types:** Urban Panels, train stations, office buildings, malls



2 223k  
Plays

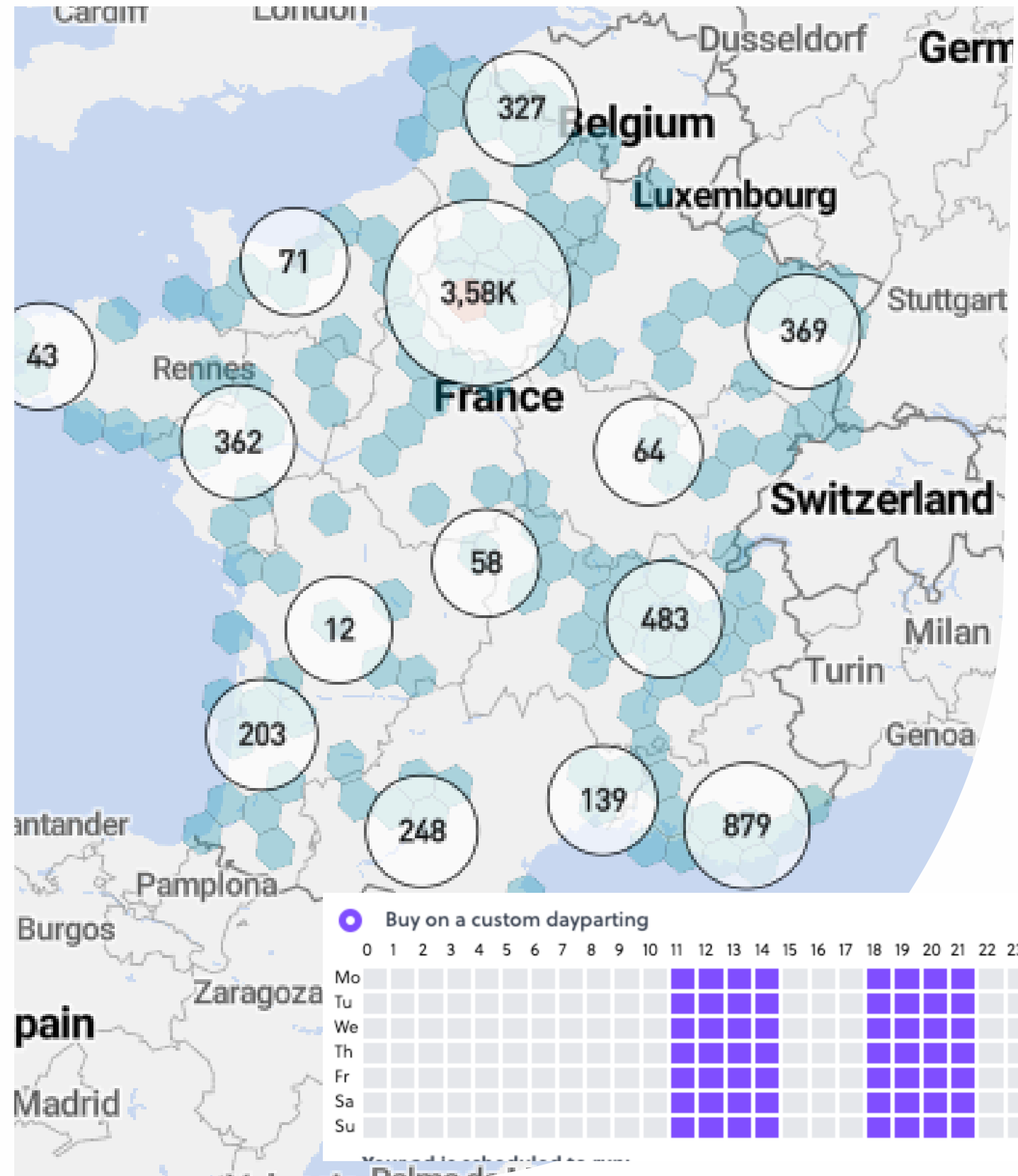


6 837  
DOOH  
screens



3 424  
Point of  
interests

# Engaging consumers at strategic moments through contextual planning



## Geographic targeting

- Only broadcasting around Burger King restaurants with adapted radius:
  - 0,5km around restaurants in Paris
  - 3km around restaurants in Île-de-France excluding Paris
  - 10km around all the other restaurants
- Generating national recognition by being present all over France

## Dayparting

- Adapting the time of broadcast to moment where people are thinking about eating and adapted to the foot traffic:
  - Urban panels & train stations - from 11am to 3pm and 6 to 10pm daily
  - Malls - from 11am to 3pm and 6 to 8pm, except Sundays
  - Office buildings - from 11am to 3pm and 6 to 8pm only on business days

## Creatives

- Using an eye-catching creative with a clear and simple message to resonate with the core audience.



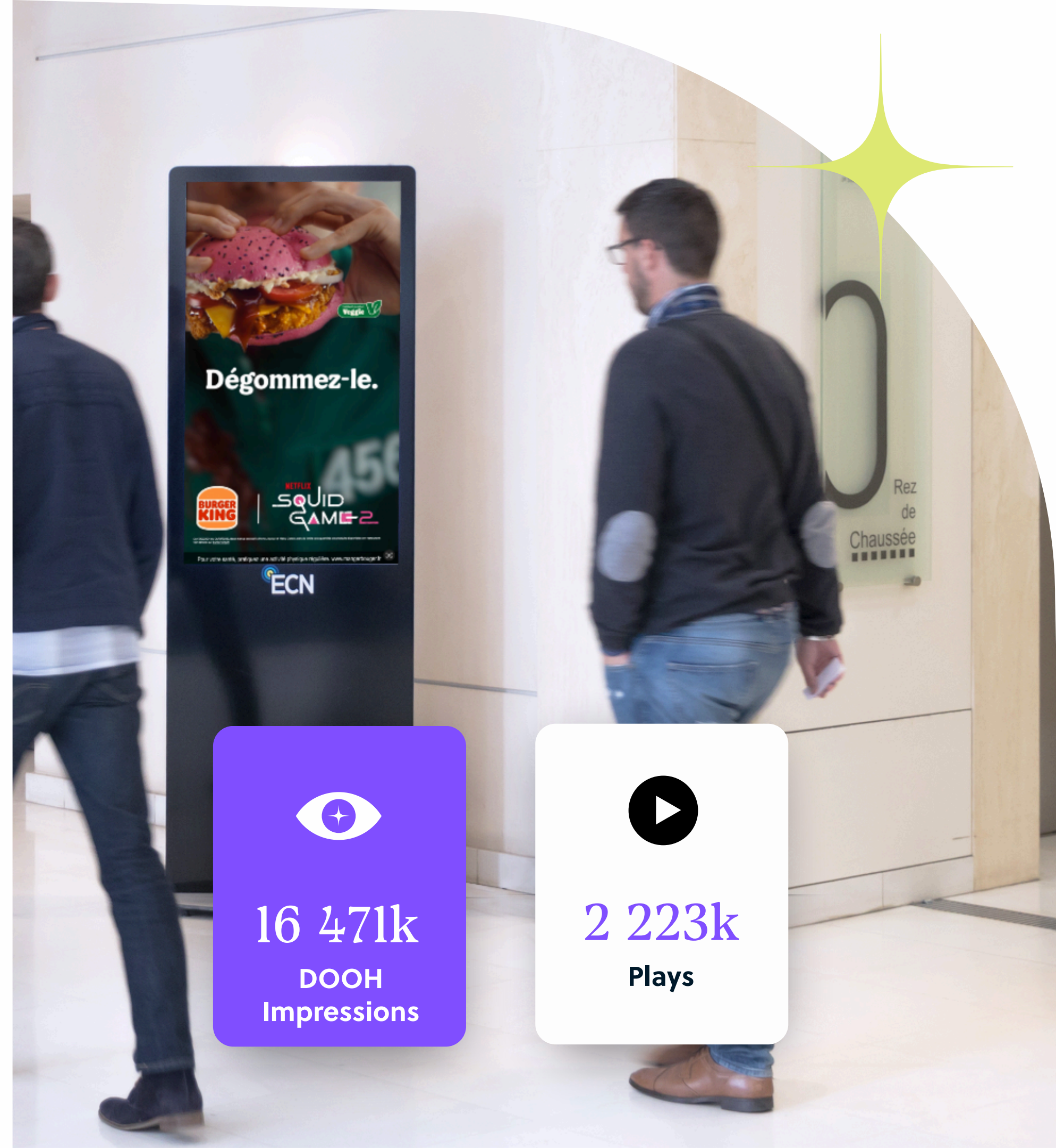


## RESULTS

# Strategic and location-based planning to resonate with the audience at the right time

With precise national geotargeting, dayparting aligned with mealtimes, a screen selection tailored to the customer journey, and impactful creative, the brand successfully captured consumer attention at the most strategic moments, maximizing both **the relevance and impact of the message.**

This strategic approach not only **strengthened brand awareness** but also boosted engagement by synchronizing ad delivery with consumer habits and high-traffic areas.



16 471k  
DOOH  
Impressions



2 223k  
Plays