



Client story

Maison 123
PARIS

Grenadine
AGENCE DE COMMUNICATION

Maison 123

pDOOH campaign

Attracting customers to Maison 123 boutiques by promoting their new spring collection through geographic targeting and programmatic DOOH.

- **Location:** All across France, in cities where a Maison 123 store is located
- **Period:** April 2 to May 06, 2025
- **Venue types:** Urban panels, train stations, subways, office buildings, malls



1 704k
Impressions



71k
Plays

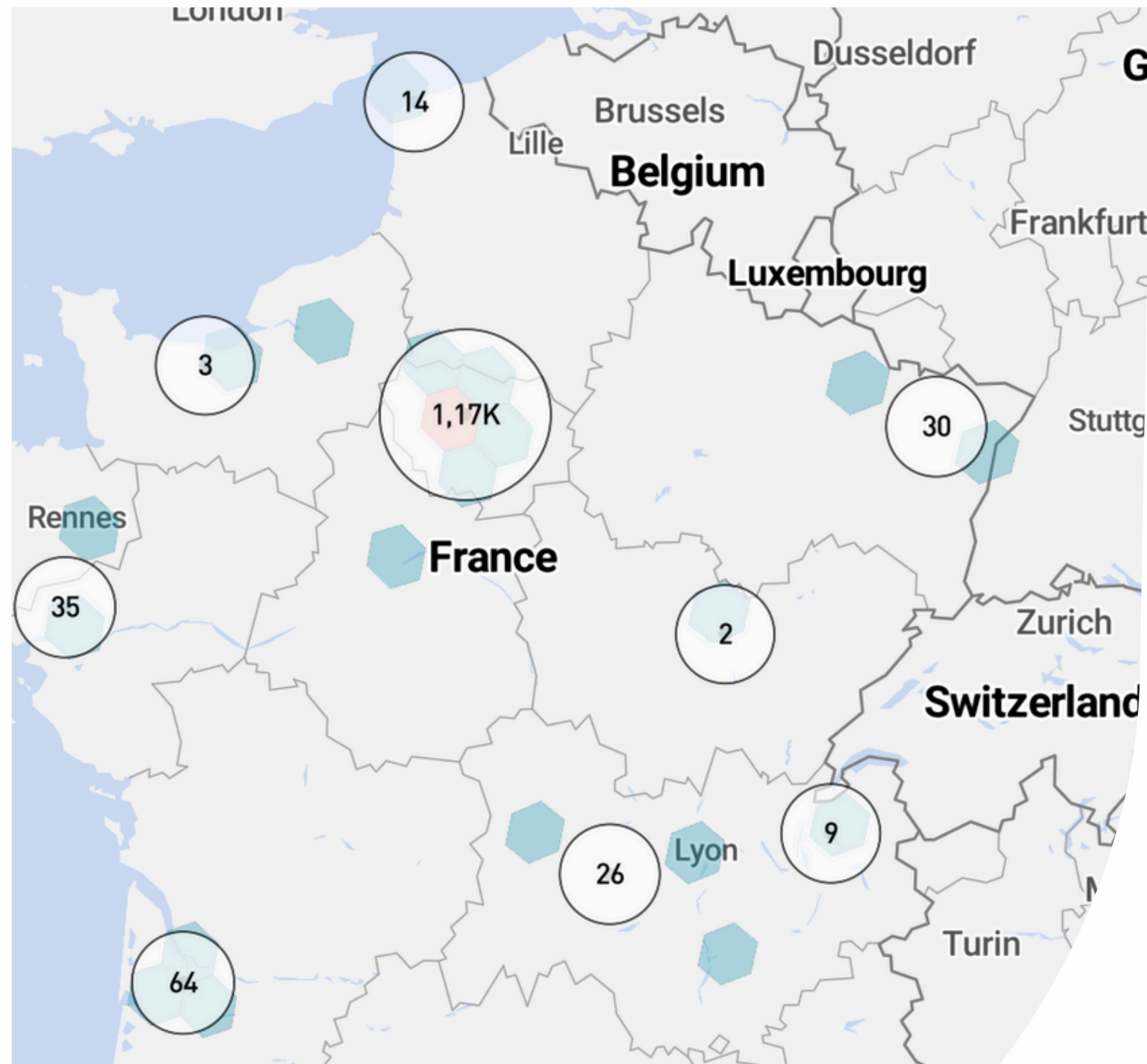


1 454
DOOH
screens



631
Point of
interests

Reach potential consumers directly near Maison 123 stores



Impression-based data targeting - [Learn more](#)

FR / Adsquare / Interests / Shopping / Fashion / Fashion Lovers

Boost reach ⓘ

Recommended ⓘ

Boost audience
concentration ⓘ

Audience data

- Activating fashion lovers segment data.
- Ensuring the audience is always present, making each play more impactful.

Geographic targeting

- Optimising overall coverage by selecting screens near Maison 123 stores and activating a 1 km radius around each location.
- A total of 92 stores were reached across France.

Creatives

- Two dynamic and attractive video creatives were displayed, each designed to capture attention and reinforce brand identity.

VIOOH

Broadsign

ECN
EXECUTIVE CHANNEL NETWORK

cityz
MEDIA

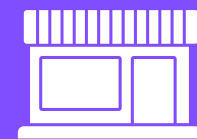
TURNADON

media
transports
Pour une publicité utile

RESULTS

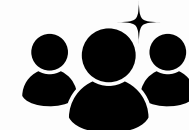
Boosting store visits and attribution through targeted stores and audience data

The results gathered by Happydemics' Brand Lift Survey reveal a significant increase in awareness for Maison 123's points of sale. By strategically broadcasting near their stores at all times, they successfully drove a strong **uplift in store visit intent among exposed users**. The study also highlighted a notable **increase in brand consideration**, demonstrating the effectiveness of precise audience targeting and impactful creatives. Additionally, by reaching consumers already interested in fashion through audience data, they **reinforced brand attribution**.



Top 25%

Uplift in point of sales awareness compared to benchmark



Top 30%

Uplift in point of sales intent compared to benchmark



+25pts

Uplift in consideration



+47%

Uplift in attribution