

Client story

Wilson

 **Adsmurai**

Wilson Sporting pDOOH campaign

Increasing Wilson's international presence during Roland Garros using programmatic DOOH and smart geographic targeting

- **Location:** In Paris near Rolland Garros
- **Period:** May 23 to June 08, 2025 during Rolland Garros
- **Venue types:** Urban panels, train stations, subways and airports



1 607k
Impressions



185k
Plays



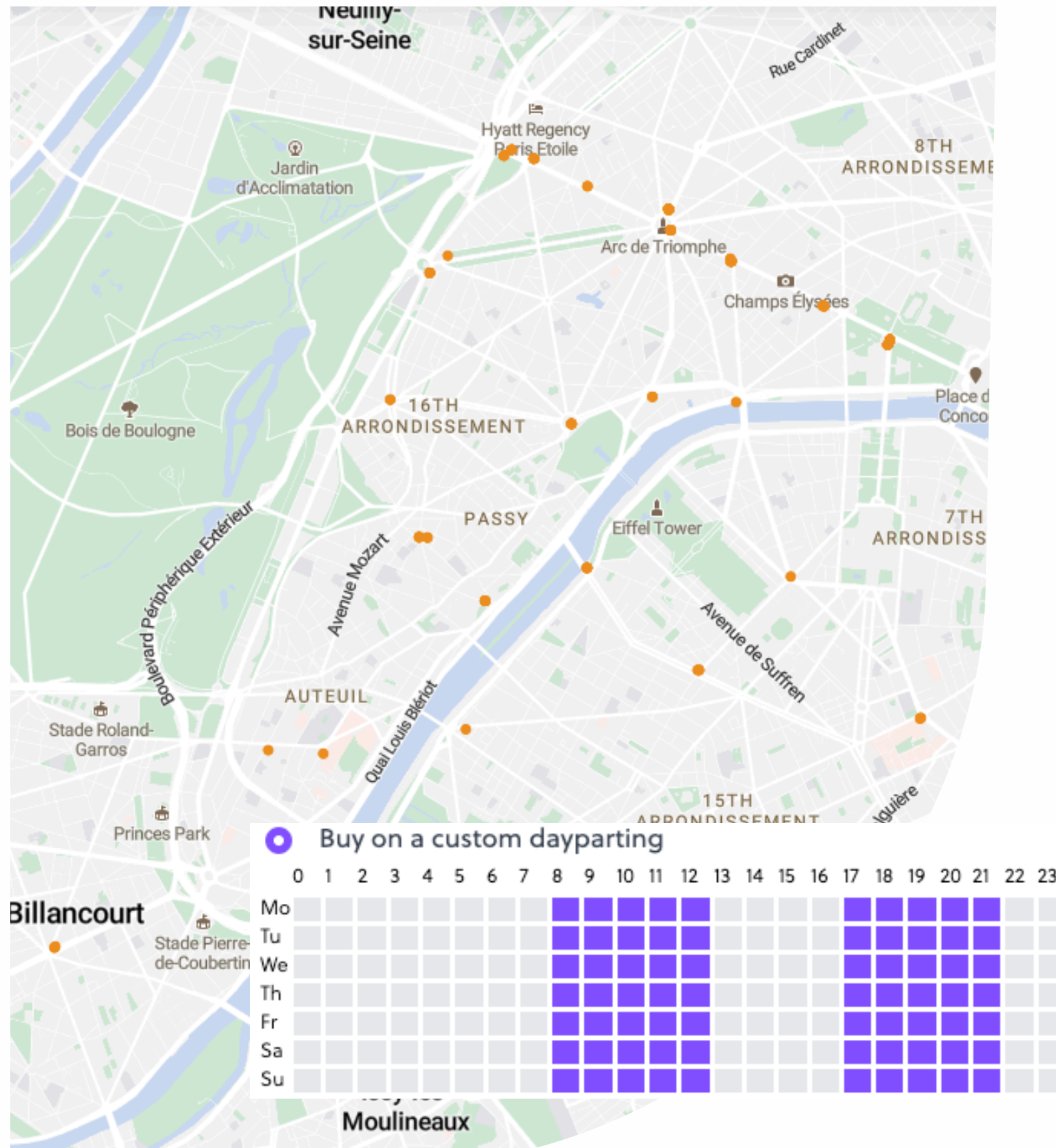
92
DOOH
screens



76
Point of
interests



Reach tennis fans throughout their journey at Roland Garros



Geographic targeting

- Targeting key Roland Garros fan's journey touchpoints
 - Paris - Charles de Gaulle Airport
 - Metro and train lines to the venue
 - Entry and exit points of Roland-Garros
 - Tourist zones and iconic landmarks

Dayparting

- Using a custom dayparting depending on the geographic area and venue type to align with audience concentration.
 - ex: between 8 am - 1 pm and 5pm - 9pm on the transit to the stadium of Roland Garros

Creative

- Using a specially adapted creative for the Roland-Garros context, featuring a QR code that led to the purchase page of the tournament's official tennis ball.

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Programmatic DOOH was instrumental in making Wilson's presence felt during Roland Garros. By combining precise geo-targeting with contextual creative and smart dayparting, we were able to meet tennis fans at every key moment of their journey, from the airport to the stadium gates! The uplift in brand metrics speaks for itself and proves that data-driven storytelling in premium environments delivers real impact.

Giancarlo Arena

Head of Programmatic, Adsmurai

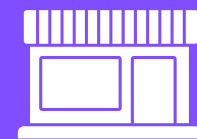
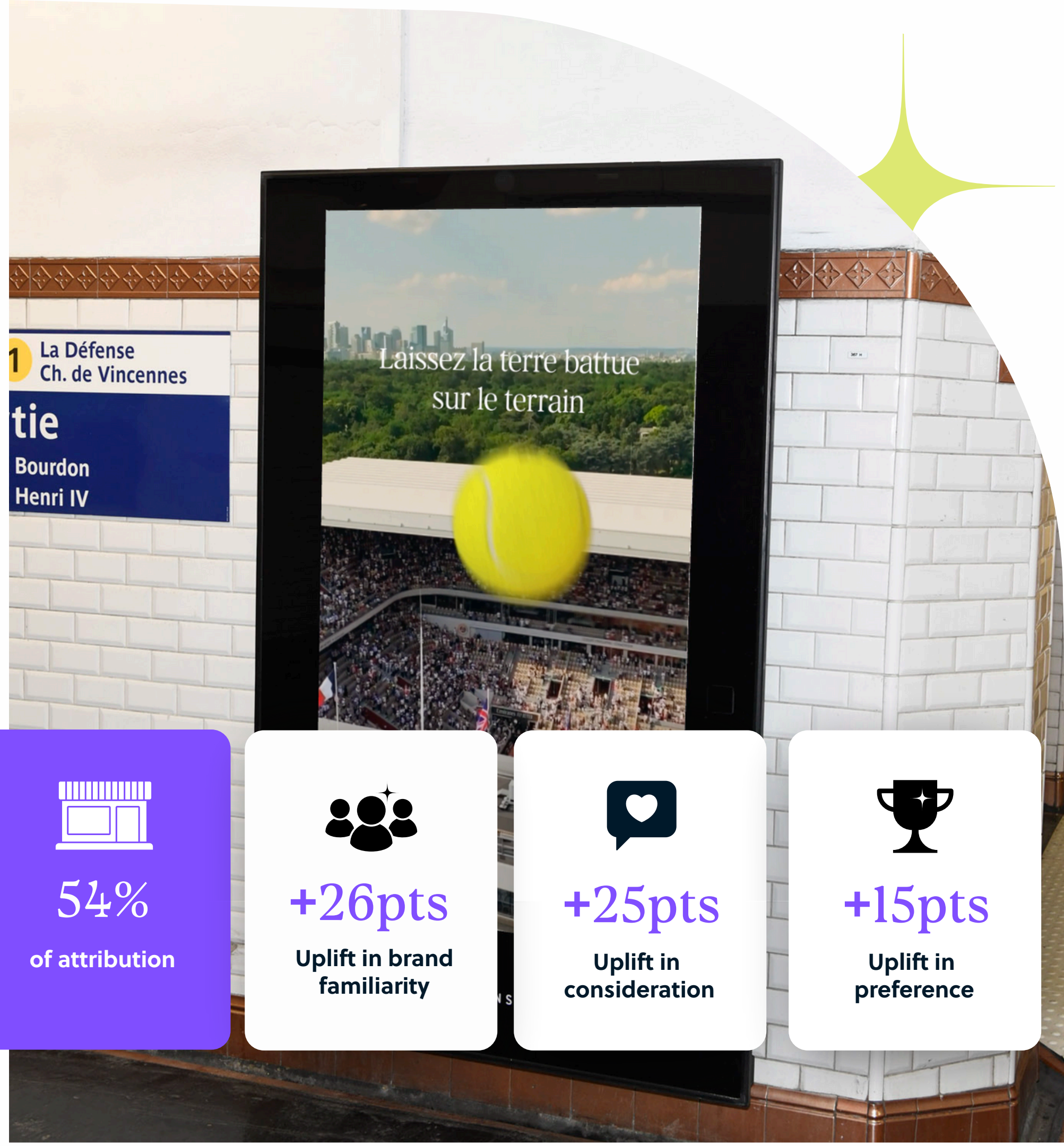




RESULTS

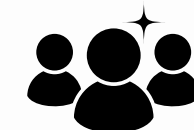
Contextual creative and smart geotargeting drove awareness for Wilson

The results gathered by Happydemics' brand lift survey highlight the effectiveness of Wilson's programmatic DOOH strategy during Roland-Garros. By combining **targeted screens along the fan journey** with precise **dayparting adapted to the context**, the campaign drove a **remarkable uplift in brand consideration** and **brand familiarity** among exposed users. The creative, tailored specifically to the Roland-Garros context, also led to **54% of brand attribution**, reinforcing Wilson's connection to the tournament. Additionally, the campaign generated a **15 points uplift in brand preference**, proving the value of relevant messaging in premium environments.



54%

of attribution



+26pts

Uplift in brand familiarity



+25pts

Uplift in consideration



+15pts

Uplift in preference