

Liu Jo boosts brand awareness and drive-to-store with a European DOOH campaign delivered by OUTSIGHT and Displayce

London, 2 December 2025 - Iconic Italian fashion brand Liu Jo has strengthened its presence in Europe with a multi-country Digital Out-of-Home campaign led by Italian media agency OUTSIGHT via Displayce, a pioneering technology suite and specialist in Out-of-Home advertising.

Activated from Italy to other European countries, the campaign was launched in Spain and Germany from a single Displayce account, ensuring a unified strategy while allowing local adjustments for each market. The DOOH campaign, focused on urban centers in Spain and Germany, delivered more than 19 million impressions and strong brand resonance, driving a more than 25-point uplift in brand consideration. This visibility also translated into concrete drive-to-store results, particularly in Madrid, where the campaign generated 1,361 store visits.



Uber Platz, Berlin - Eisbach.media GmbH

A strategic focus on brand awareness and in-store engagement

With a consolidated network of 280 owned stores, more than 5,000 multibrand retailers and a presence in 45 countries, Liu Jo's main objective was to strengthen brand awareness and generate store visits among its target audiences across Europe. The strategy was designed to be flexible so that the campaign could be adapted to the habits and specificities of each local market.

Liu Jo used DOOH to reach consumers at the heart of their daily journeys, while ensuring a consistent brand message across the activated cities. This dynamic approach enabled the brand to maximise visibility in key metropolitan hubs, while boosting specific event-led activations, such as the Madrid pop-up store, to drive traffic to points of sale.

Tailor-made DOOH activations

In Germany, the campaign focused on Berlin, Munich and Stuttgart, three of the country's main cities where Liu Jo operates stores. The goal was to ensure continuous visibility throughout the day in places where people naturally move: central streets, high-traffic transit routes and areas with a high concentration of retail.

In Madrid, the campaign ran in May and October. The strategy combined broad visibility across the city with a stronger presence in key shopping areas. For the May activation, the objective was twofold: to generate footfall to the pop-up store and, at the same time, drive visits to Liu Jo's permanent store. The October campaign maintained this drive-to-store focus, with a particular emphasis on increasing traffic to the Calle de Serrano store.



Madrid - JCDecaux

Tangible results

The campaign delivered significant results. In Germany, it generated more than 11 million impressions. A brand lift study carried out among more than 150 respondents showed a 23-point increase in brand consideration.

In Spain, the May campaign (5 million impressions) drove a 25-point increase in consideration, while the October campaign (3 million impressions) recorded a 22-point uplift. Finally, thanks to its drive-to-store focus, the October activation generated 1,361 store visits, an average of 59 visits per day.

"Thanks to our partnership with Displayce, we were able to build a versatile, end-to-end DOOH strategy. We tested some of the platform's new features, such as Pulse (event activation), brand uplift and footfall solutions, to make the planning process more efficient. Combined with different buying approaches, this made the media project particularly interesting," adds Massimiliano del Grosso, founder of OUTSIGHT.

Programmatic at the service of a unified European orchestration

Thanks to Displayce's media buying platform, this multi-country orchestration was managed from a single account, with a common strategy and adjustments tailored to each market. Displayce offers an extensive European inventory of more than 254,000 digital screens across 24 countries, harmonised data to target high-potential areas and simplified currency management.

This centralised approach ensures time savings, operational reliability and consistent communication across all activated territories, while preserving local relevance.

About OUTSIGHT

OUTSIGHT is a media and tech company that develops innovative strategies to engage audiences in real time. We use the out-of-home channel to deliver global activations that integrate AI and neuromarketing solutions.

We combine creativity and technology to reinvent how brands interact with urban spaces, creating measurable, dynamic and effective campaigns.

We turn urban environments into memorable experiences by connecting physical and digital ecosystems and generating both branding and business results.

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About Displayce

Displayce is a pioneering technology suite and specialist in Out-of-Home, designed to meet the needs of brands and media owners worldwide. Through its media platform (Demand-Side Platform), Displayce connects advertisers and agencies to more than 1,600,000 digital out-of-home screens in 80 countries, offering them the world's largest DOOH inventory and enabling them to build contextualised, cookieless and impactful out-of-home campaigns.

Its data platform (Data Management Platform) makes it possible to centralise, model and activate OOH inventory data from media owners in order to design relevant, high-performing campaign proposals for brands.

Founded in 2014 in Bordeaux, Displayce has a physical presence in 8 countries (France, Spain, United Kingdom, Belgium, Germany, Italy, Brazil and the United Arab Emirates). Since July 2022, JCDecaux has held a majority stake in the company. www.displayce.com

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