

Success Story

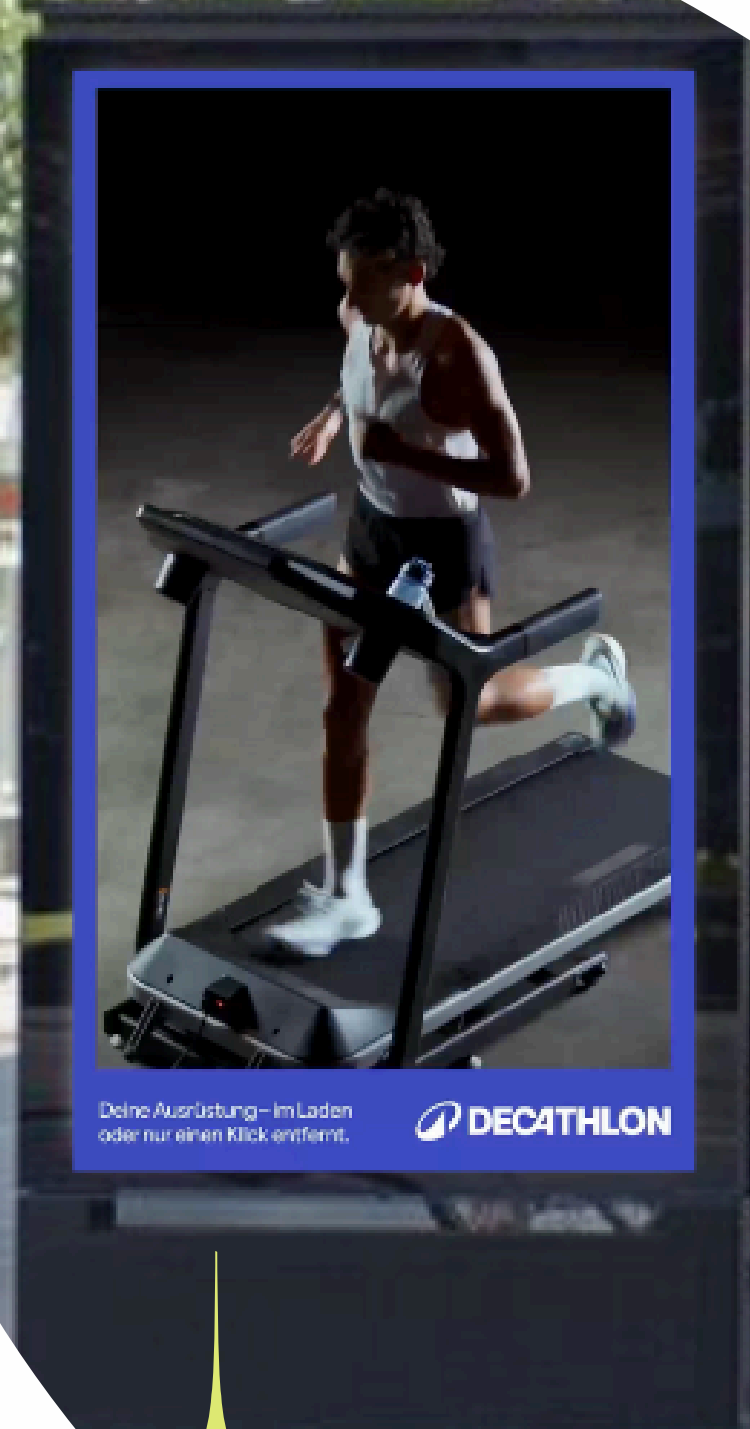


## Decathlon Switzerland

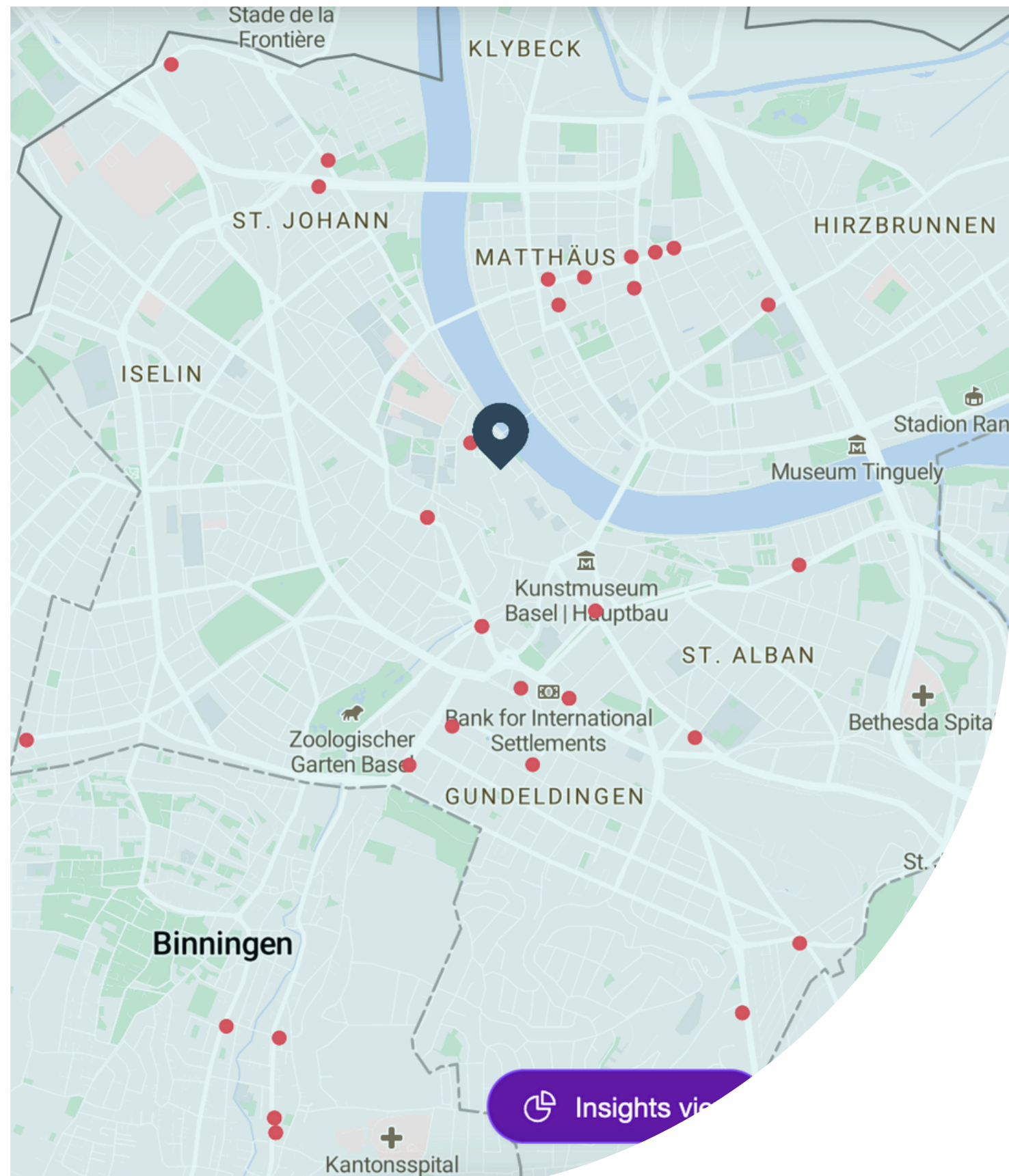
### pDOOH campaign

Promoting local sports participation using programmatic DOOH and a calendar-aligned media plan

- **Location:** Targeting 10 key cities across Switzerland.
- **Audience:** sports enthusiasts
- **Period:** Distribution was strategically optimised monthly and aligned with the relevant sporting season (e.g., Summer Season) to promote the most timely products.
- **Venues:** Extensive coverage of major public and transit hubs across the cities: Urban panels, train stations, subways, and airports.



# Promote local sports participation throughout the sporting season



## Geographic targeting

- Targeting key local touchpoints in 10 cities (e.g., Zürich, Geneva, Bern, Basel, Lausanne):
- Urban panels in verified high-footfall areas
- Major transport hubs: Train stations, subways, and airports
- Locations precisely tailored to local habits and inventory

## Dayparting

- Optimised dynamically based on local footfall peaks, with real-time adjustments based on weather and context to guarantee the highest level of audience engagement.

## Creatives

- Employing personalised creatives produced in the three main Swiss languages (French, German, and Italian). Creatives were refreshed monthly to perfectly align with the current sporting season and highlight useful products and services specific to each activity.



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Digital Out-of-Home allowed us to sustain the growth of Decathlon in Switzerland. We had the opportunity to play campaigns around the country and to have nationwide coverage.

**Quentin Perceval**

**Digital Media Planner  
at Decathlon Switzerland**

## RESULTS

# Contextual creativity and local targeting drove engagement for Decathlon Switzerland

Decathlon Switzerland's **programmatic DOOH campaign** successfully **promoted local sports participation** through **contextual** and **locally adapted communication**. By aligning multilingual creatives with the sporting calendar and targeting **high-footfall venues** across 10 cities, the brand ensured **strong visibility and relevance**. Real-time optimisation and dayparting further enhanced engagement, reinforcing Decathlon's position as the trusted partner for sports enthusiasts nationwide.

