



Success Story

Uber  displayce

UBER

DCO & pDOOH campaign

Improve Uber brand awareness in Brazil using creative automation to tailor ads to live context.

'Always-on' programmatic DOOH campaign based on live weather and location-based data.

- **Creatives:** dynamic automation to adapt creatives to local weather and locations
- **Locations:** high-traffic streets in large cities, such as São Paulo, Rio de Janeiro, Brasília to intercept heavy commuter flows.
- **Period:** 'Golden Quarter' (Sept 30 – Dec 24), capitalising on the surge in retail and social mobility during the holiday season.
- **DOOH venues:** Urban panels screens to cover major public and transit hubs across the cities.



STRATEGY

DCO: Trigger & Tailor Ads based on Live Context



Weather data

The creatives were triggered based on real-time weather conditions. For example, during rainy periods, the creative shift prioritised Uber as the convenient, dry alternative to walking or public transit.

Temperature data

By monitoring local temperature fluctuations, the creatives adapted to highlight the comfort of an air-conditioned ride during extreme heat.

Geographic contextualisation

Creatives were tailored to specific urban challenges, such as asking commuters near steep inclines if they would prefer to walk or "Bora de Uber".

Hyper-local targeting

Ads placements focused on high-traffic corridors in São Paulo, Rio de Janeiro and Brasília like Avenida Brasil, Avenida Brigadeiro Luís Antônio, and Faria Lima to capture heavy commuter flows.



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VIOOH

RESULTS

Strategic Q4 coverage secured unrivaled visibility for Uber in Brazil

Uber's programmatic DOOH campaign successfully dominated the urban landscape during the critical Q4 mobility surge. By synchronising media buying with peak travel windows and real-time context data in São Paulo, Rio de Janeiro and Brasília, the brand achieved massive scale across 734 premium screens.

The strategy leveraged weather and temperature data to maintain contextual relevance, delivering over 33 million impressions to high-intent audiences. This "always-on" presence during the holiday season, paired with DCO, effectively reinforced Uber's position as the default mobility partner for millions of commuters.



Uber ou andar da estação até em casa?

Bora de Uber



33.7 M

Impressions



7.7 M

DOOH Plays



734

Covered screens