

Success Story



ARTEFACT

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Ubisoft

Contextualised pDOOH

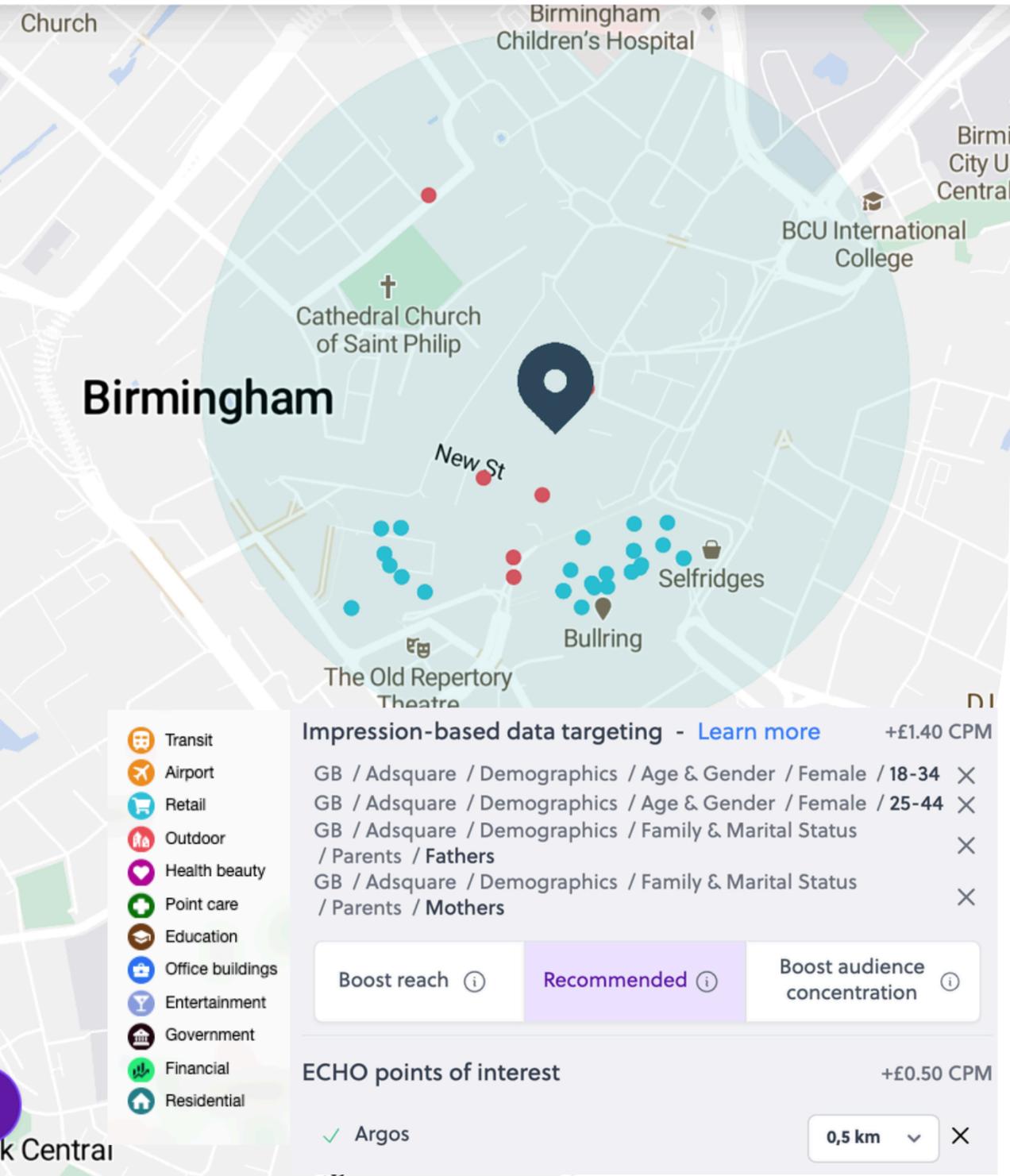
Building brand awareness in the gaming sector through a multi-market campaign, including the UK.

Programmatic DOOH campaign designed to maximise awareness and purchase intent for **Just Dance 2026** video game through precise location & audience targeting at the holiday peak-season.

- **Locations:** National coverage targeting **112 retail hubs**, with a focus on a 0.5 to 1km catchment area around each store.
- **Audience:** Parents and families with a high affinity for entertainment, targeted through Adsquare data.
- **Creatives:** High-energy, colorful visuals featuring local retail partners like Smyths Toys to drive immediate footfall and store conversion.
- **Period:** From Nov 17 to Dec 28, 2025.
- **DOOH Inventory:** 179 premium screens (Retail, Transit & Outdoor) activated via VIOOH and JCDecaux UK, covering high-traffic malls, urban panels, and bus shelters.

STRATEGY

Precise Retail Targeting & Audience Intelligence.



Programmatic POS & Audience Targeting

The campaign was deployed across **179 premium screens** (86% in shopping malls), reaching parents and families via **Adsquare data**. This dual-layer approach was optimised through **specific proximity zones** - 0.5km around Argos and 1km around Smyths Toys. To reinforce local relevance, each creative was tailored to feature specific retailer logos, creating a direct link between the brand and in-store availability.

Tactical Holiday Activation

The campaign was timed for the Christmas shopping peak, utilising **peak-hour optimisation** to leverage on high-footfall periods. This approach ensured Just Dance 2026 maintained maximum share-of-voice during the busiest retail hours, cutting through holiday noise to drive immediate in-store traffic in a highly competitive market

Data-Driven Audience Layering

Adsquare data was activated to reach specific audiences, primarily parents and families with a high affinity for entertainment, with a strategic focus on women aged 18-44. **Performance was measured** against a tailored "Leisure and Culture" benchmark specific to each zone.



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Programmatic DOOH played a key role in our multi-market strategy for the launch of Just Dance 2026. By combining precise geo-targeting around strategic retail zones, we were able to capture the attention of players and families at the heart of their purchase journey, from high streets to shopping malls. The encouraging uplifts in our brand metrics prove that a data-driven DOOH approach generates a real impact on consideration for this type of title.

Azzeddin Koleilat

**Manager Display & Programmatic
at Artefact**



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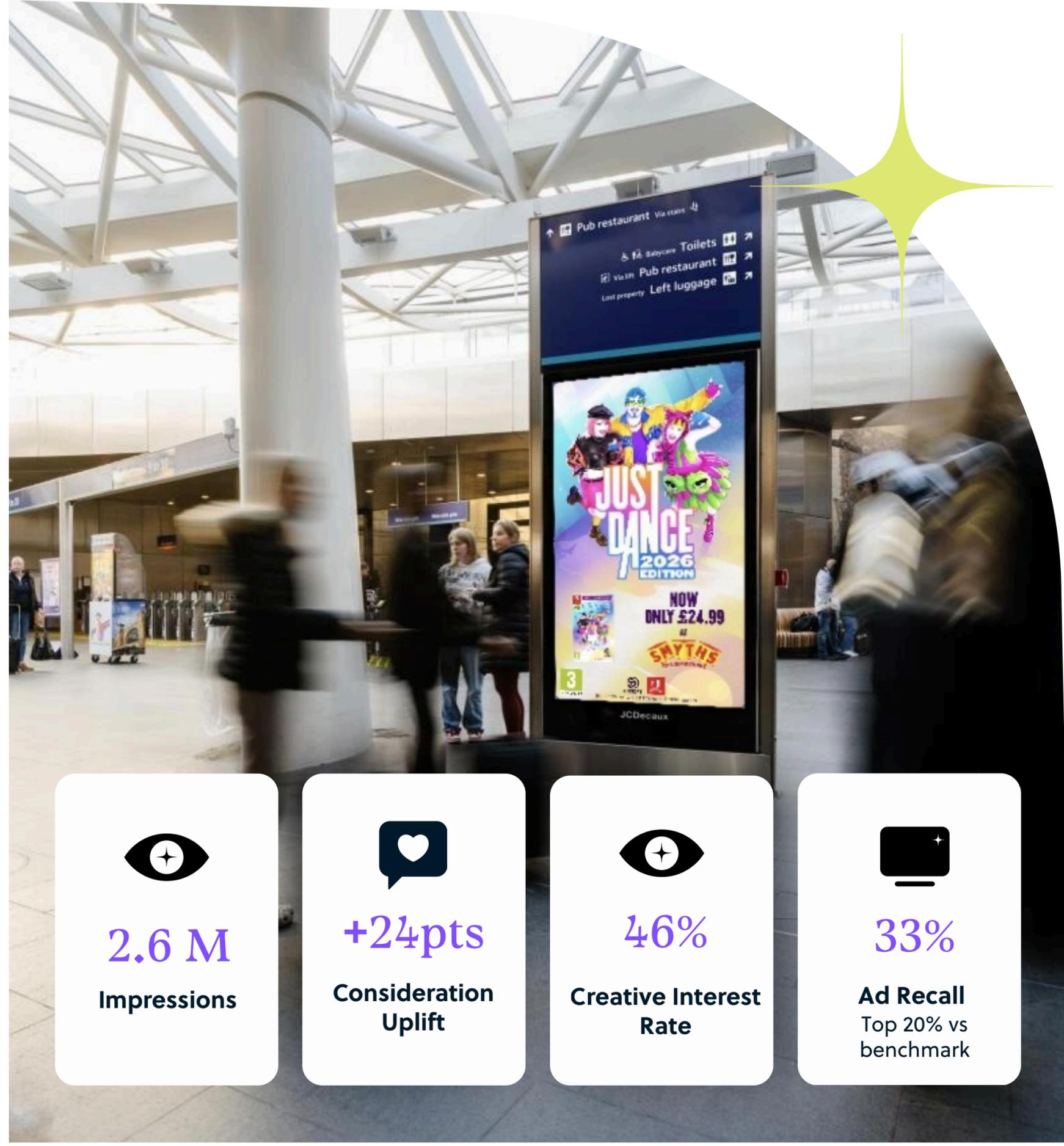


RESULTS

Record brand recall powering retail performance.

By targeting the UK retail landscape during the strategic holiday window, Ubisoft demonstrated the power of pDOOH to capture attention. The campaign achieved a **33% Ad Recall rate** (+7 points vs. benchmark), placing Just Dance 2026 in the **Top 20% of the most memorable campaigns** in the UK market as measured by Happydemics. This result validates the tactical choice of peak-hour optimisation and high-impact retail placement.

With a **46% Interest rate**, this campaign demonstrated strong engagement with the target audience. This confirms that the **synergy between audience layering and proximity targeting** effectively converted ad exposure into tangible commercial intent.



2.6 M

Impressions



+24pts

Consideration Uplift



46%

Creative Interest Rate



33%

Ad Recall
Top 20% vs benchmark