SUCCESS STORY

KEYTRADE BANK · HAVAS Media Network · mutant AGENCE TECHNOCREATIVE

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From local events to city screens

Event-driven campaign

A national DOOH campaign in sync with Belgium's biggest events

Keytrade Bank used pDOOH to launch Keypack Promo50, a 50€ welcome offer. Running all year round on **300 premium JCDecaux screens in 21 cities**, the campaign's media plan was **built around Belgium's event calendar** with a **live DCO** activation during the Belgian league match.



OBJECTIVES

Recruit new customers around the Promo50 offer and **strengthen Keytrade Bank's visibility and brand image** across Belgium, all year round.

CONCEPT

Targeting around 20 sporting and cultural events, with screens near each venue and a creative tailored to each audience, **up to live DCO for football.**

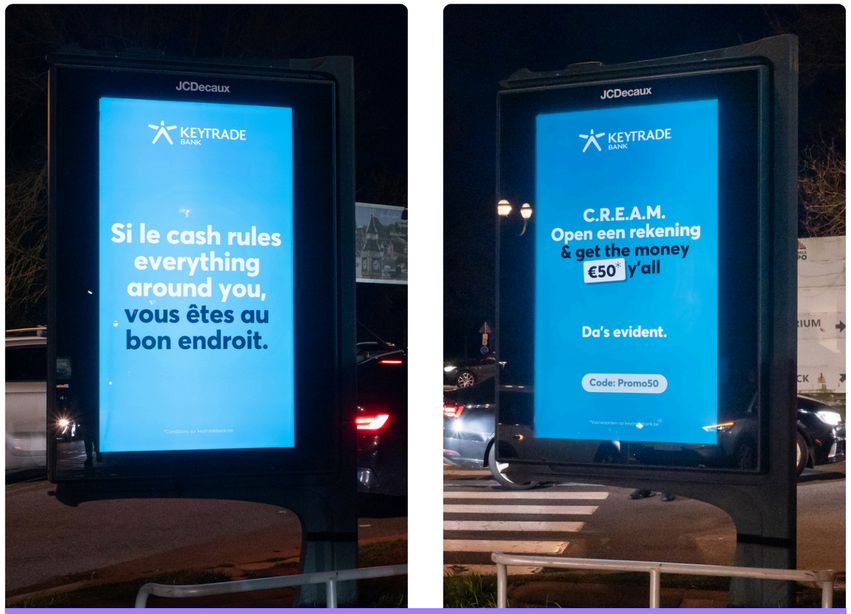
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Creative highlights



WU-TANG CONCERT × "C.R.E.A.M." LYRICS



PRE GAME | DURING GAME | POST GAME

CONCERT

Twist song lyrics and artist cues to promote the advertisers' campaign.

SPORT

DCO followed the Belgian league matchs from kick-off to final whistle, with the live score on screen next to one certainty: "you're sure to win 50€".

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Strategy & Results

Real-time Relevance at Scale

- **Turning visibility into new customers**

100%
of the Promo50 acquisition target

+22%
Website visits
(while DCO was live)

2nd
Best month since January
for aided attribution

- **World Cup activation: Top 5% ad recall** (3.8M impressions)

62
Brand Lift Impact Score
(vs 50 benchmark)

46%
Ad recall
(+17 pts, Top 5%)

+25 pts
Brand image

263
Locations

21
Belgian cities

9M+
Impressions