

# Programmatic showcase

Pan-European campaign utilising mobile and prOOH

## Campaign objective

Bloemenbureau's objective with this campaign was to reach urban audiences and create brand awareness.

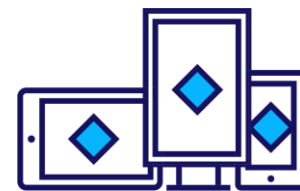
Since this campaign was run during the pandemic, the flexibility of the campaign afforded by delivering it programmatically was paramount to its success: ensuring that audiences were reached in areas where they were physically present, further utilising mobile data to reach target audiences and optimising the use of the client's budget.

The whole campaign was booked by Sage + Archer enabling Bloemenbureau to receive one standardised reporting cross-country as well as cross-media – something that would ordinarily be very time-consuming and operationally difficult.



### Target audience

- Urban audiences within the age group 25-40 years old



### Campaign specification

- DOOH Roadside and Malls in Netherlands, UK
- Street furniture in Germany
- Mobile
- Utilisation of mobile data tracked users moving around screens, enabling them to be retargeted via both DOOH and mobile ads





# Campaign results

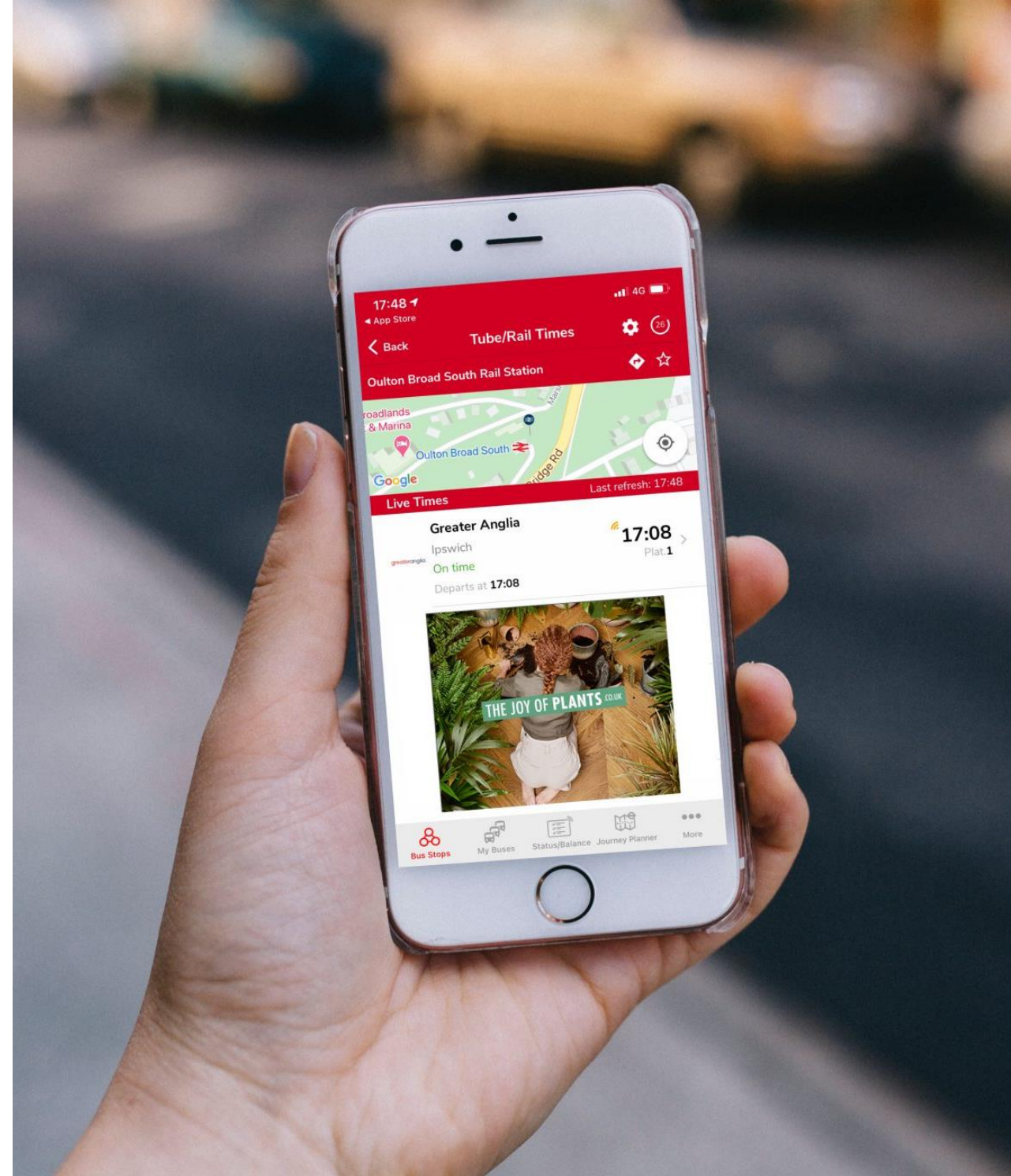
OOH only

1,113,965

Reach figures for the Netherlands over 12 days

11,023,994

Reach figures for Germany over 21 days



4,773,519

Reach figures for the UK over 21 days