

Programmatic showcase

Dynamic creative optimisation campaign generating odds for football matches

Campaign objective

- Awareness of football matches, using live media content from the client's API to engage audiences

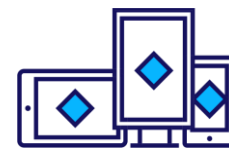
The bwin campaign is the first use of programmatic dynamic creative optimisation (DCO) in Belgium with JCDecaux Belgium and Displayce, automatically generating creatives with odds for each football match.

The campaign was only displayed 3 hours before the beginning of the matches, on screens close to the stadium where the match took place.



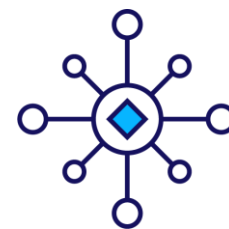
Target audience

- Audiences in close proximity to the stadium pre-match
- Residents of the city



Campaign specification

- Guaranteed



Inventory

- Urban screens in the city and close to stadium locations

In collaboration with



Programmatic elements of the campaign

Stadium Locations

Club Brugge, Standard, Anderlecht, Genk, KV Mechelen, Antwerp FC, Charleroi, KV Oostende, Beershot, Gent

In-flight optimisation

Budget re-allocation, stop & go, real-time reports

DCO

Automatically generating thousands of different creatives