

Programmatic showcase

A multichannel campaign comprising programmatic OOH, mobile and CTV

Campaign objective

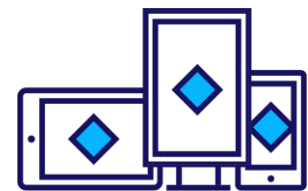
- Raising brand awareness in the vegan community

Crack'd, a plant-based egg replacer, is a new-to-market challenger. To turn heads, they activated a head-turning multichannel campaign.

Programmatic OOH was deployed at a national level in core city areas that indexed highly as vegan hotspots, as well as locations near high-performing Crack'd stockists.



Target audience
- Vegan audiences



Campaign specification
- Non-guaranteed
- Roadside and street furniture

In collaboration with



The multichannel campaign

Programmatic OOH

- Brand-building and targeted against audiences for greater return on reach – essential on a challenger brand awareness campaign

Mobile

- Retargeting users who visited certain areas and had been exposed to the programmatic OOH ads using geo-behavioural data-sets built by overlaying mobile-derived location data on top of places of interest and OOH locations for maximum relevancy and consideration in the user journey

CTV

- Data from Skyrise Intelligence was used by Sky AdSmart to deliver CTV results, targeting different households watching the same programme in targeted areas – advertising on national channels to relevant audiences and identifiable locations – resulting in an increase of 17.4% in prompted brand awareness

In collaboration with



viooh.com
hello@viooh.com

JCDecaux +



+

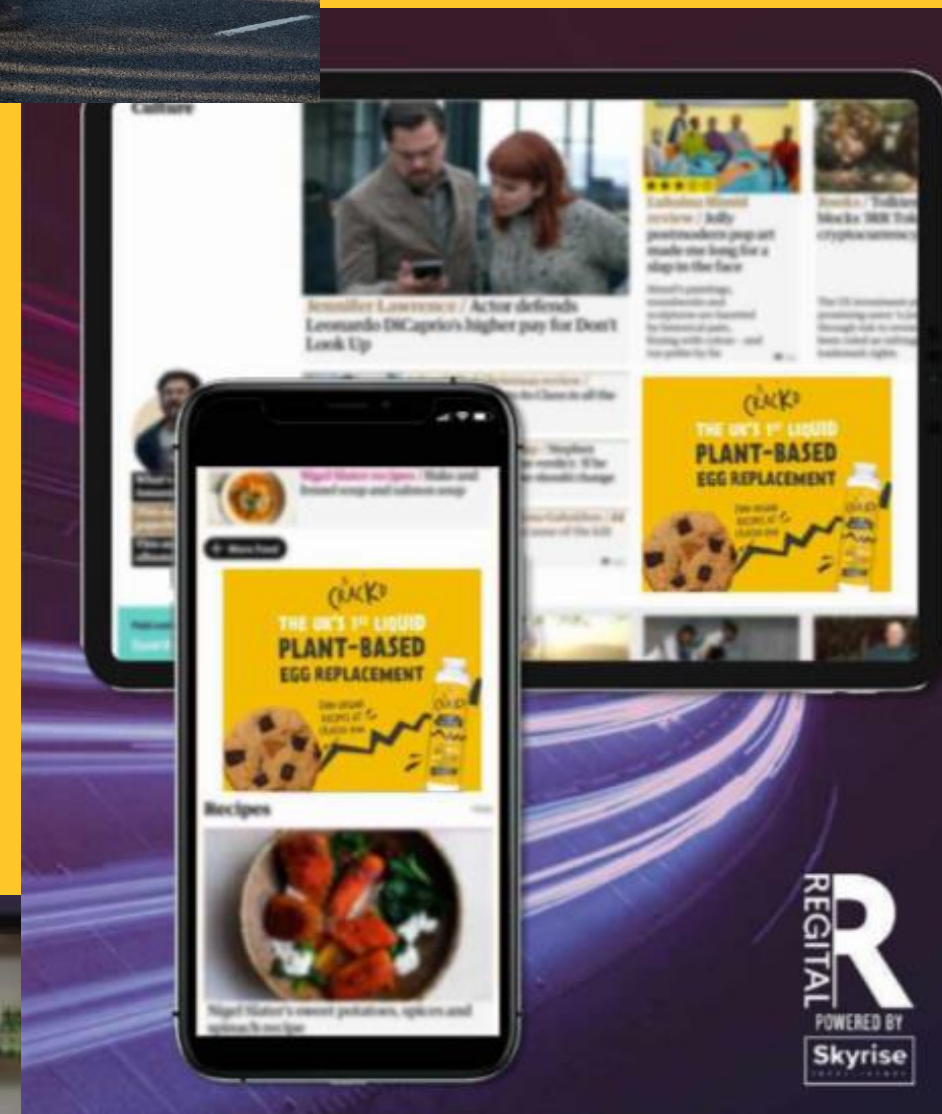
cns.

+

Skyrise
INTELLIGENCE

+

Hivestack



REGITAL
POWERED BY
Skyrise