

Programmatic showcase

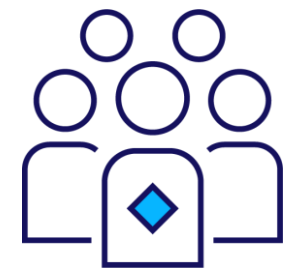
Weather targeting trigger-based campaign to promote new wine aperitif, Belsazar

Campaign objective

- Brand awareness for Belsazar, a wine aperitif brand from Diageo

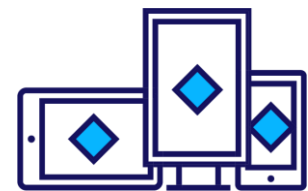
This summer focused campaign used weather targeting triggers to automatically run programmatic OOH ads to promote Belsazar specifically only in good weather. When it rained, the buying was disabled.

This weather targeting trigger was enabled on the network and city level via WallDecaux.



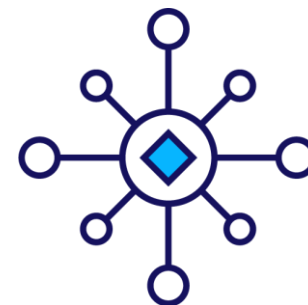
Target audience

- Young, vibrant citizens of big cities



Campaign specification

- Non-guaranteed
- Weather triggered campaign (all except rain)



Inventory

- Street furniture across Berlin and Hamburg



Campaign results

9.6M+

Impressions delivered



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We are pleased, that with such a simple tactic as weather targeting, we were able to show Belsazar ads only in relevant OOH context for our client's brand.

Learco Oestereich, Senior Manager
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WallDecaux

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