

Programmatic showcase

Omnichannel campaign with affinity activation and location data to drive audiences to store

Campaign objective

- Drive audiences to Post Offices to promote their car insurance offer

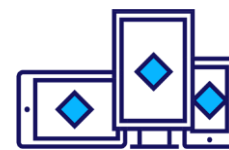
The Post Office used an omnichannel approach for their latest campaign in France, combining mobile display, digital audio and programmatic OOH.

Hawk implemented the campaign in two stages in order to re-target audiences, identifying the client's targets before re-engaging the exposed profiles in order to drive them directly to the Post Offices.



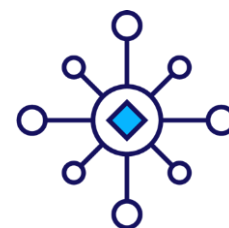
Target audience

- Ultra-affluent audiences



Campaign specification

- Non-guaranteed
- Omnichannel mix of media channels: mobile display, digital audio, programmatic OOH

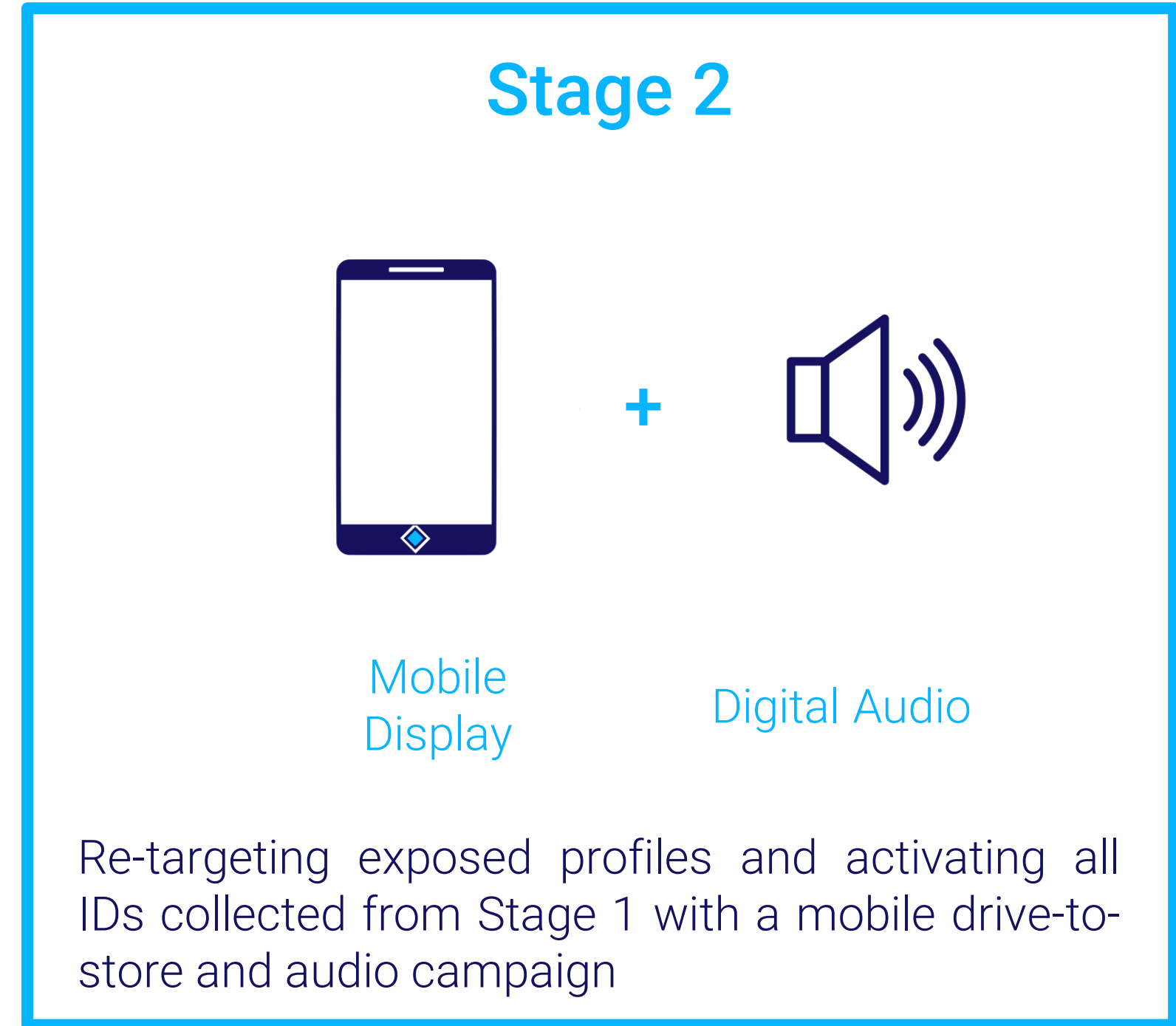
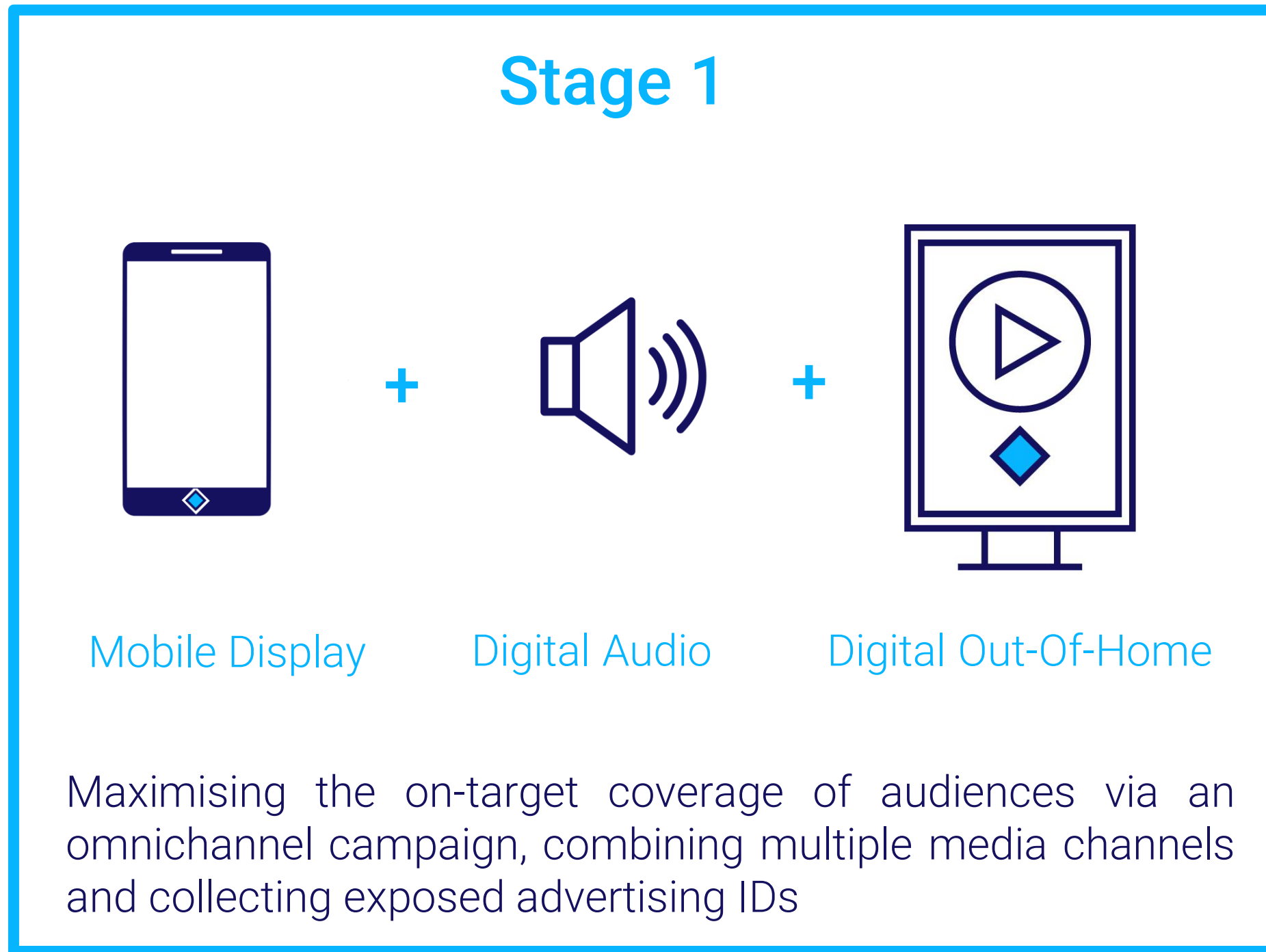


Inventory

- 556 screens across Marseille, Lyon, Lille, Toulouse, Montpellier
- Street furniture



The omnichannel approach with Hawk



Campaign results

25,000

total number of in-store visits in the Post Offices

x7

increase in the visit rate of exposed profiles in Stage 1, re-targeted

+6pts

Subscription intention rate of profiles exposed to the three media channels (mobile, audio, prOOH)



The multi-channel strategy implemented enabled us to address an affinity target and to attract a flow of potential customers directly to the point of sale.

The results of this innovative activation are conclusive not only in terms of the volume of visitors but also in terms of the rate of memorisation of the campaign and the rate of intention to visit the Post Office.

Quentin Martinez

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