

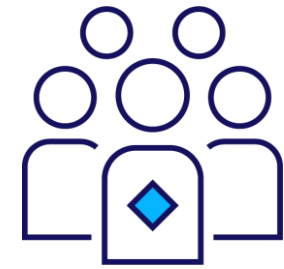
# Programmatic showcase

## Weather-targeted dynamic creative

### Campaign objectives

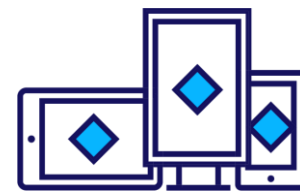
- To inspire homeowners to take on a project using Dulux Weathershield, and show its versatility in all kinds of weather conditions
- Reach audiences in the all-important summer months (notable for high DIY activity)

This campaign used weather triggers provided by IBM Weather FX to push out dynamic creatives depending on the conditions (sunny, windy, stormy), alongside proof points of the product based on the weather: durability in rain, wind, and UV protection.



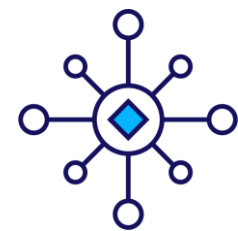
#### Target audience

- Homeowners on-the-go in close proximity to Bunnings stores (within 3km)



#### Campaign specification

- Weather-based campaign triggering dynamic creatives



#### Inventory

- Large format roadside
- Street furniture



JCDecaux

VIOOH + Dulux

# Campaign results

10M+

Total served impressions

+4M

JCDecaux campaign

