

Programmatic showcase

The world's first DOOH campaign to target mobile audience segments

Campaign objective

- Promote Ghost of Tsushima to relevant gaming audiences
- Increase brand awareness

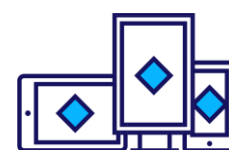
Sony Playstation wanted to release their new game, Ghost of Tsushima, to capture the attention of relevant gaming audiences.

Their creatives were triggered by geo-located app usage data from mobile IDs identified as console gamers, and ran at places and times that were most relevant, targeting gamers on the go.



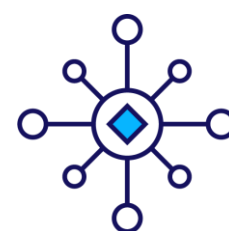
Target audience

Urban audiences on the move identified as console gamers, based on mobile IDs



Campaign specification

Combining mobile data with geo-location data with the campaign running when the triggers were hit



Inventory

Street furniture and transport hubs on a national scale around cities in Belgium



Campaign Results

2,600,000

impacts delivered at a national scale

+28.8%

Awareness for Ghost IP increase vs. 1 month before the release

25,000+

Console gamers reached



viooh.com
hello@viooh.com



+



+

In collaboration with



+



VIOOH + Sony Playstation

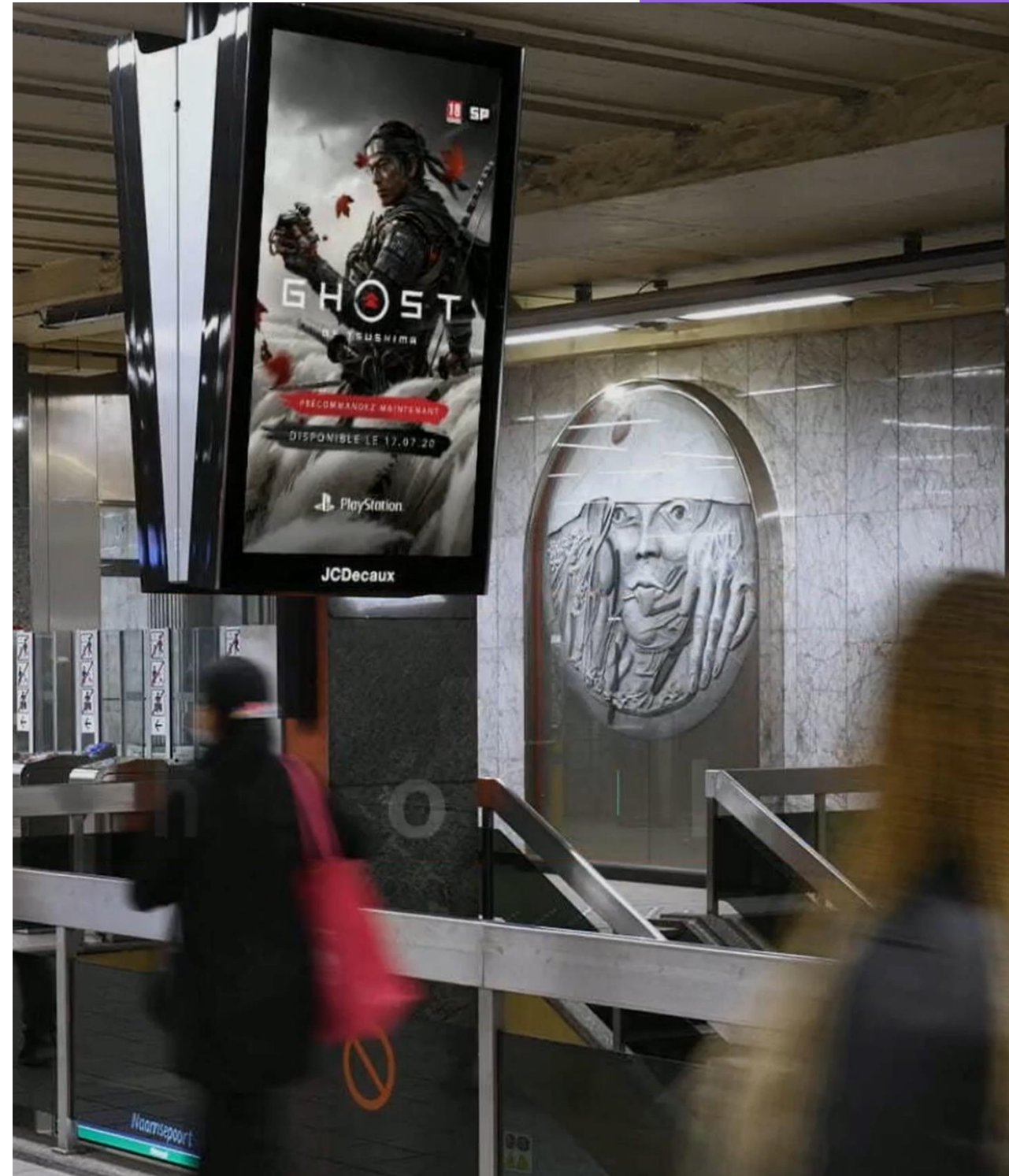
Campaign results

4 weeks

after Ghost's release

66%

of full year sales objective was reached



10.3M impressions and
3M video views on the
most resonant digital
channels