

Programmatic showcase

Targeting 18-34 year olds with a recruitment drive using geographic and affinity activation

Campaign objective

- To drive recruitment for the 18-34 year-old target group
- Increase profile of L'Armée de Terre

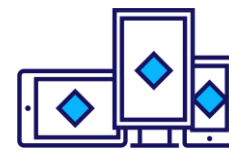
Activated in real time, this programmatic OOH campaign combined geographic activation as well as affinity activation to the 18-34 year old target group.

This campaign generated 2.6 million impressions in its 6-week run.



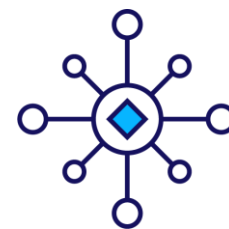
Target audience

- 18-34 age group



Campaign specification

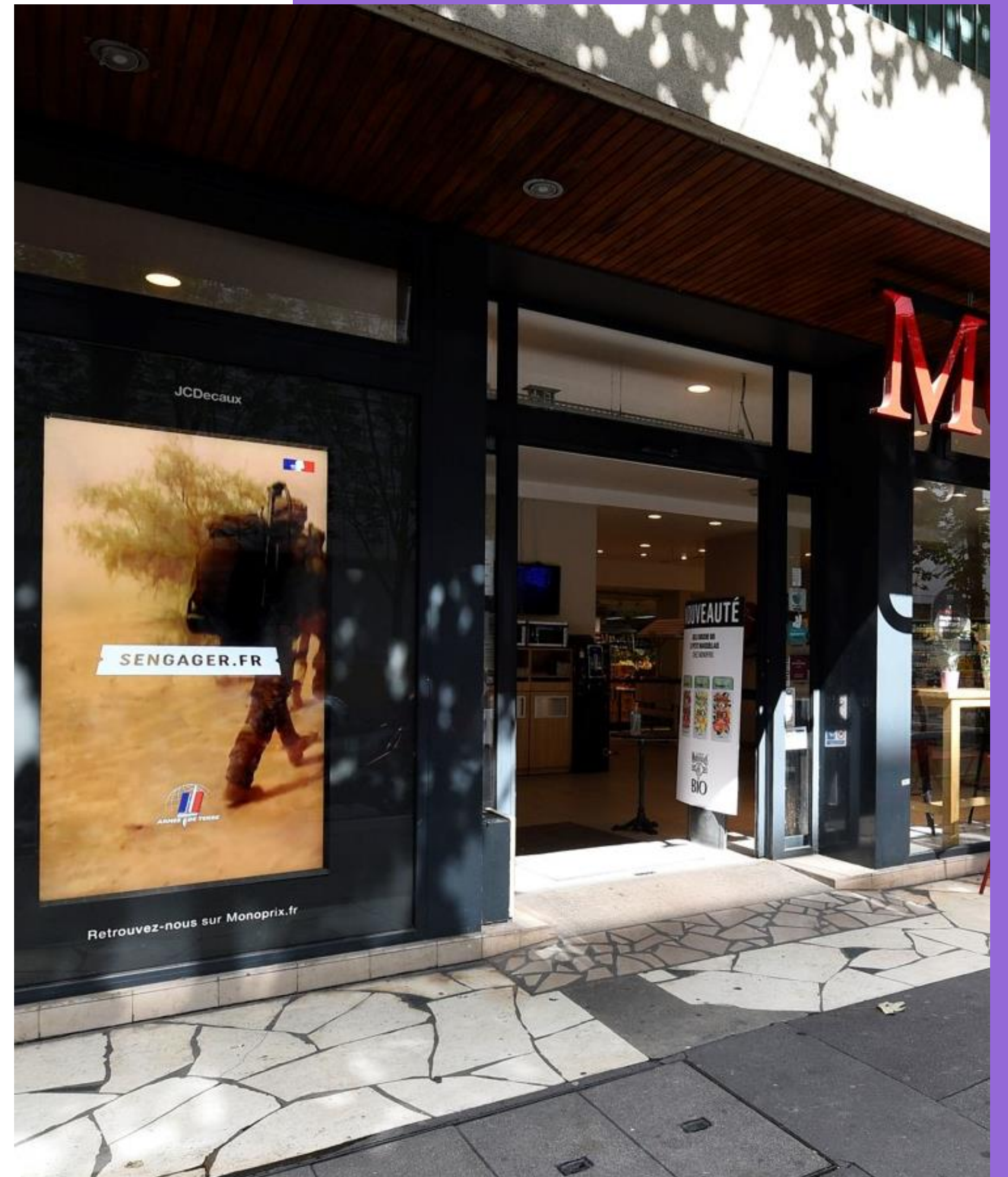
- Non-guaranteed



Inventory

- JCDecaux Digital Urbain frames in 28 cities as well as selected frames located in close proximity to the CIRFA, the recruitment centres of the army

In collaboration with



Campaign results

50%

memorisation rate in the 18-34 target age group, 5% higher than the standard

63%

of respondents associated the campaign with the French Army



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One in two respondents declared that they tend to agree with the statement “the Army has a good reputation”, amounting to 58% for 18-34 year olds: **+6** points compared to the norm.

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