

Programmatic showcase

Location-based buy driving consumers to nearby Walmarts

Campaign objective

- Brand awareness
- Drive consumers in-store to buy the product in nearby Walmart locations

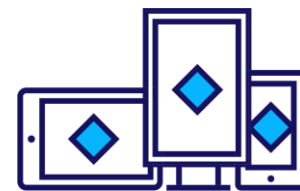
Top gum brand, Extra found a unique and comical way to market itself within the context of the ongoing pandemic. Its new angle offered itself as a solution to 'mask mouth', something that high volumes of consumer might now experience, as wearing a mask is a requirement in most public places.

Through the demand-side platform, Ubimo, Mars was able to buy effortlessly with an automatic bidding system and had direct access to campaign metrics, combining the benefits of programmatic and digital.



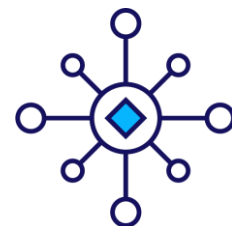
Target audience

- Walmart shoppers in Chicago



Campaign specification

- Non-guaranteed
- Location-based



Inventory

- DOOH inventory around Walmart locations

