VIOOH + Otto

Programmatic showcase

Creatives delivered real-time to audiences against the client's 1st party data

Campaign objective

- Increase brand awareness and recognition using 1st party audience data

Otto provided their own 1st party data to create smart segmentation of two key target groups for their latest campaign: Gen Y and Gen Z. Specific creatives were produced for each of these target groups, displaying specialised products tailored to the audience group.

The target groups were checked in real-time against the Otto Group Media datasets, creating a trigger to show the Gen Y or Gen Z creatives.

Campaign phase one:
One of five Gen Y creatives were shown depending on the daytime, location and 1st party data
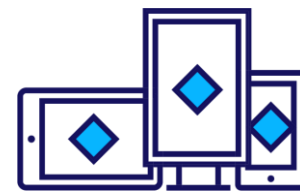
Campaign phase two:
A weather trigger, location and 1st party data was used to pick one of 3 creatives for Gen Z.
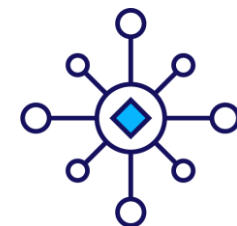The creatives for Gen Y consisted of 3 different products that were randomly shown.

Target audience
– Gen Y and Gen Z audience groups

Campaign specification
– Trigger-led by audience group, weather and time of day

Inventory
- Street furniture within DigitalDeluxeNet (DDN), most premium OOH network in Berlin, Bremen, Dortmund, Hamburg, Mannheim, Köln, Düsseldorf, Wiesbaden, München

WallDecaux + **Active Agent** + In collaboration with **weischer**

Campaign results

44%
recognition of the DOOH spots

47%
above average recognition in the 20-29 year target group

People who had contact with the ad perceived Otto to be

32% stronger as a
modern brand than those who had no contact with the campaign