

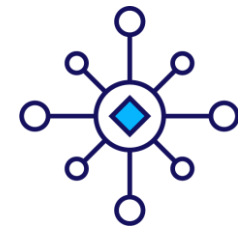
Programmatic showcase

Large-scale branding campaign using real-time data

Campaign objective

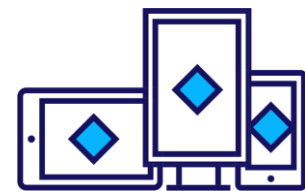
- Increase brand awareness of QoQa among potential customers

Gammed! ran a prOOH campaign in German-speaking Switzerland for e-merchat QoQa using premium inventory across APG-SGA and ClearChannel. Using Displayce as a specialist DSP for efficient campaign deployment, Gammed! was able to ensure high visibility of the campaigns to large audiences, with the ability to control and reallocate budgets in real-time according to live audience numbers from a single platform.



Inventory

- Street furniture and train stations in the cities of Zürich, Basel, Bern, Winterthur and Luzern



Campaign specification

- Non-guaranteed
- In-flight budget optimisation according to most-frequented areas

QoQa
ONLINESHOP

Campaign results

5.3M

impacts generated by the campaign

+32 points

of increase in positive brand perception among consumers who were not yet customers of the brand



50%

of the people who saw the campaign expressed a positive intention (wish to test the product or to go the site)