VIOOH + Renault

Programmatic showcase

Trigger-led campaign based on pollution levels

Campaign objective

Renault objectives were:
- Promote their new electrical car
- Change peoples' perceptions on electric vehicles.

They wanted to launch their new model 'Zoe' in a distinctive and relevant way.

Their creative was based on messaging around different levels of local air pollution.

By trading digital OOH programmatically the campaign integrated real time local air pollution data, enabling them to bid using the relevant creatives when there was low and normal quality air quality levels only.
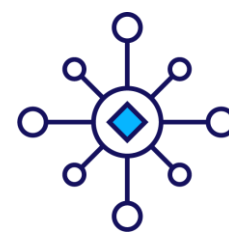
Target audience
All adult drivers in urban cities – higher likelihood of buying an electric car
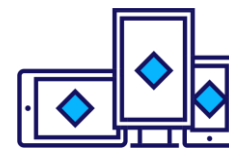
Campaign specification
- The trigger was real time pollution levels split by city.
- Start\stop dependent on air quality levels.

Inventory
National roadside campaign

Campaign Results

Based on full campaign (TV, OLV and OOH)	OOH only results	Summary
+114%	**26x**	**Always-on**
Increase in searches on Google	More efficient in delivery vs. a direct guaranteed campaign	Renault renewed such operations as part of their advertising plan