

Programmatic showcase

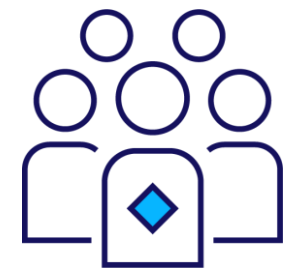
Flexible campaign with measurement across mobile devices for footfall

Campaign objective

- Encourage visitors to travel to Tasmania

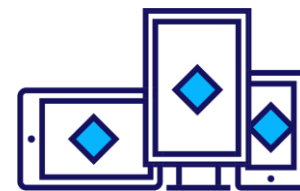
JCDcaux optimised panel selection to two specified audience segments for Tourism Tasmania, with the client enabling programmatic flexibility to control impressions and spend in real-time due to potential COVID-19 restrictions. As a result, they were able to restrict spend in certain postcodes around the lockdowns in line with announcements being made.

Matterkind also engaged their mobility partner (Lifesight) who pooled together device ID's to measure footfall to the island of Tasmania over a three-month window.



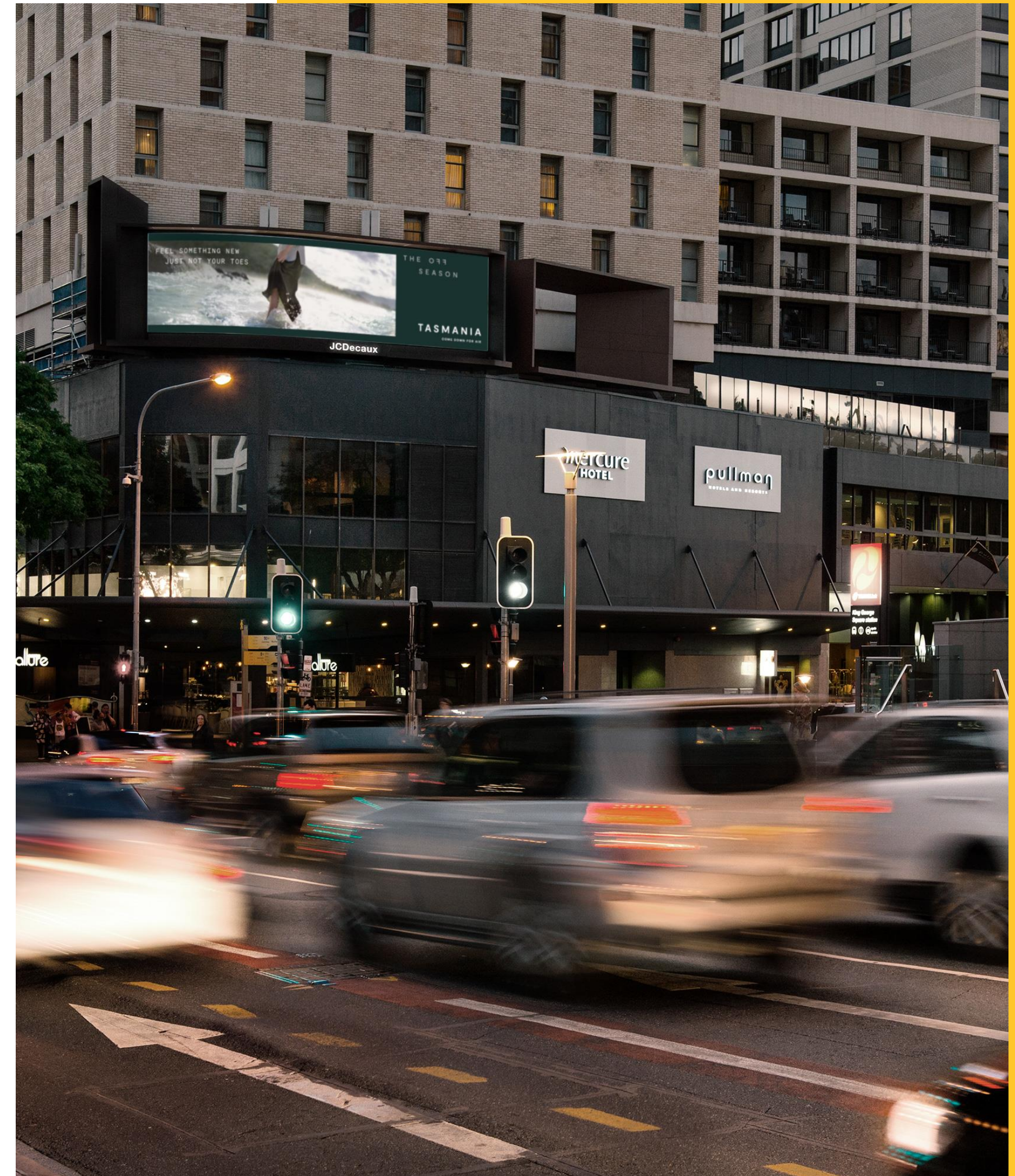
Target audience

- Tourists in Australia



Campaign specification

- Street furniture and large format across Sydney, Melbourne, Brisbane, Adelaide and Perth



Campaign results

+10%

increase in brand uplift

+32%

uplift in consideration

