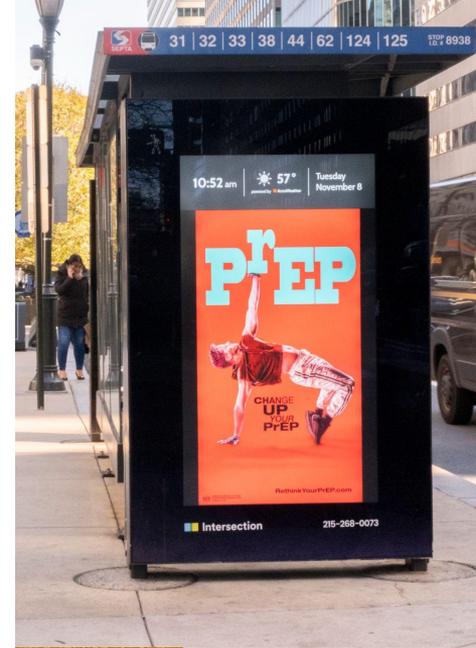




Case Study

GSK - Apretude



Objective

GSK is a multinational pharmaceutical and biotechnology company that wanted to increase awareness about their HIV drug, Apretude, among the LGBTQ+ community.

Publicis Health Media utilized Place Exchange to programmatically deliver Apretude awareness ads on prominently positioned OOH displays in zip codes that over-index against the LGBTQ+ community. GSK leveraged outdoor, transit, and place-based OOH formats to reach the target audience throughout their daily journey.



Campaign Goals & Metrics Summary

Goals

- Reach Apretude's target audience in identified zip codes with a variety of premium OOH formats
- Drive awareness and knowledge about Apretude, including a previously overlooked/misunderstood aspect of HIV health

Success Metrics

- Maximize impressions within the target locations, and deliver planned impressions in full

Methodology

- Identify DOOH inventory available within Place Exchange in target zip codes
- Use Place Exchange to seamlessly activate DOOH campaign programmatically on preferred DSP across 19 media owners

Audience Targeting

GSK provided zip codes that over-index against the LGBTQ+ community. Place Exchange mapped and delivered ads across the available outdoor, transit and place-based inventory within the targeted regions.

Map shows a sample of targeted zip codes in NYC and Place Exchange inventory.

Publishers

FireFly (mobility)



Intersection LinkNYC (street furniture)



Octopus (in-car mobility)



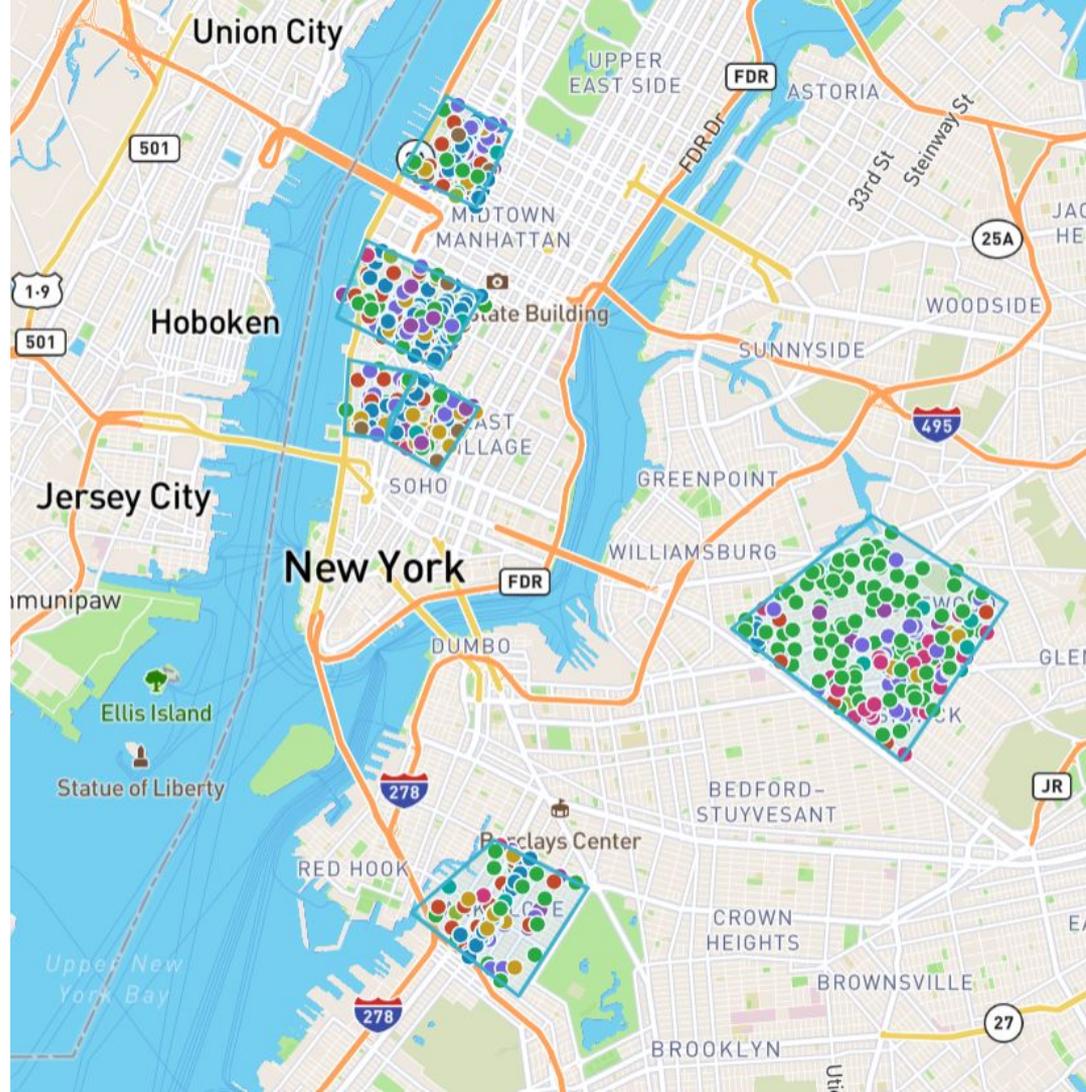
Atmosphere TV (TV display)



Vengo (vending machines)



Loop Media (TV display)



Key Results

Overview of 11 week flight:

118 million

total impressions delivered by
Place Exchange

22 thousand

unique high-impact screens
displayed the brand creative

The successful delivery of millions of targeted impressions led to a campaign renewal - including new audience targeting tactics in addition to an enhanced HCP targeting strategy



Unlock the real power of OOH

sales@placeexchange.com

