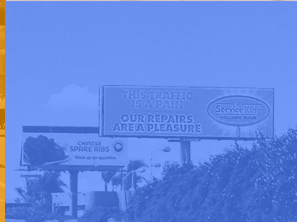
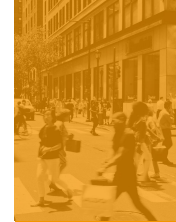
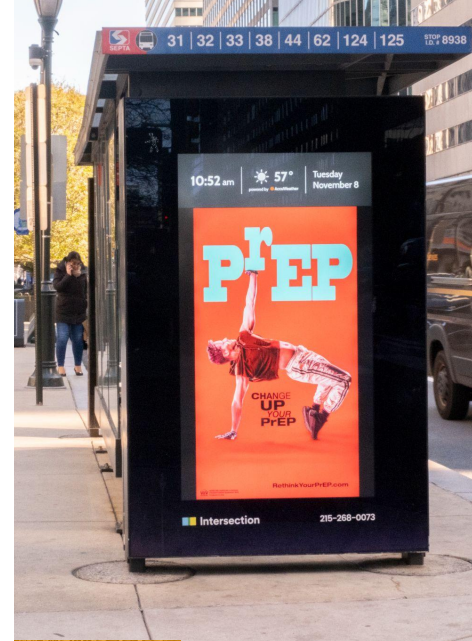




# Case Study

## 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	Success Metrics	Methodology
<ul style="list-style-type: none"><li>● Reach Apretude's target audience in identified zip codes with a variety of premium OOH formats</li><li>● Drive awareness and knowledge about Apretude, including a previously overlooked/misunderstood aspect of HIV health</li></ul>	<ul style="list-style-type: none"><li>● Maximize impressions within the target locations, and deliver planned impressions in full</li></ul>	<ul style="list-style-type: none"><li>● Identify DOOH inventory available within Place Exchange in target zip codes</li><li>● Use Place Exchange to seamlessly activate DOOH campaign programmatically on preferred DSP across 19 media owners</li></ul>



# 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)



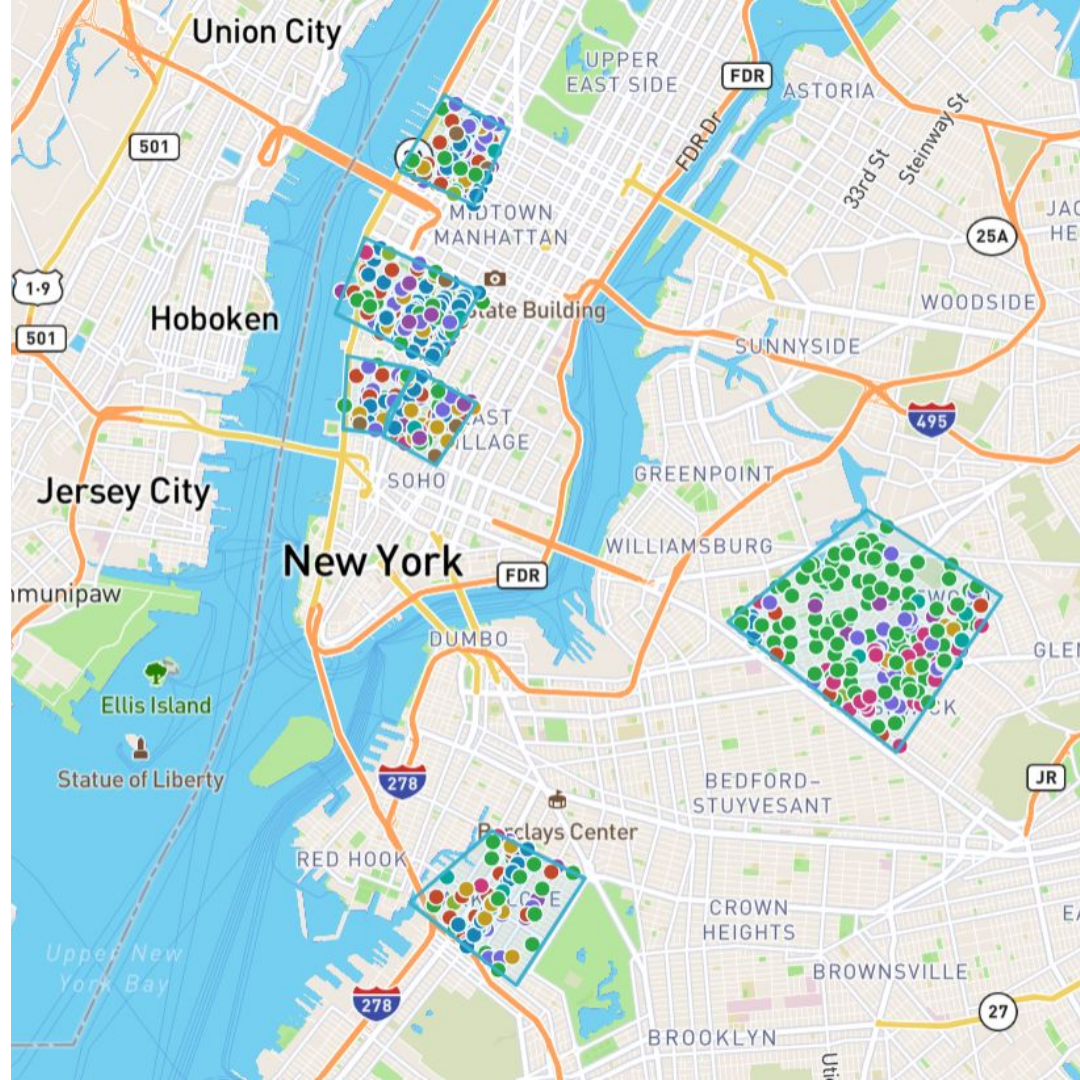
Atmosphere TV (TV display)



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

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