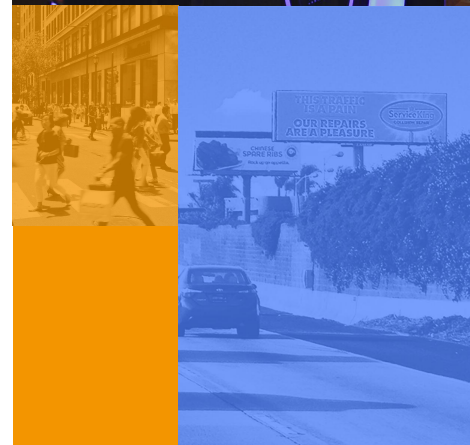
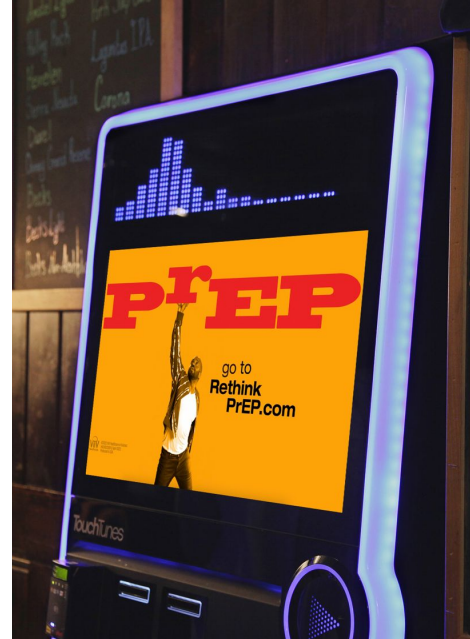




# Case Study

## ViiV Healthcare

### PrEP Apretude



# Objective

ViiV Healthcare, a leading pharmaceutical company specializing in HIV treatment and prevention, sought to increase awareness of their HIV prevention drug (PrEP), Apretude, among the LGBTQ+ community in the US during Pride and related local events.

ViiV and their media agency Publicis Health Media (PHM) enlisted Place Exchange to identify DOOH screens—including outdoor, transit, and place-based inventory—located in the target regions (“Gayborhoods”) for target Pride Weeks and Pride Parades/Marches. Place Exchange created custom geofences around each point of interest to hyper-target event attendees and to ensure efficient media delivery.



# Campaign Goals & Metrics Summary

Goals	Success Metrics	Methodology
<ul style="list-style-type: none"><li>● Reach target LGBTQ+ community with a variety of premium DOOH formats during Pride and other relevant LGBTQ+ local events</li><li>● Seamless programmatic activation of a year-long DOOH strategy across 20+ unique events</li></ul>	<ul style="list-style-type: none"><li>● Maximize impressions within target locations, reaching qualified audiences during key events, while delivering planned media budget in full</li></ul>	<ul style="list-style-type: none"><li>● Identify DOOH inventory available within Place Exchange in “Gayborhoods” for each event</li><li>● Use Place Exchange to seamlessly activate DOOH campaigns programmatically on The Trade Desk DSP across 24 media owners in 24 unique markets</li></ul>

# Audience Targeting

ViiV Healthcare compiled a list of zip codes and points of interest. 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)



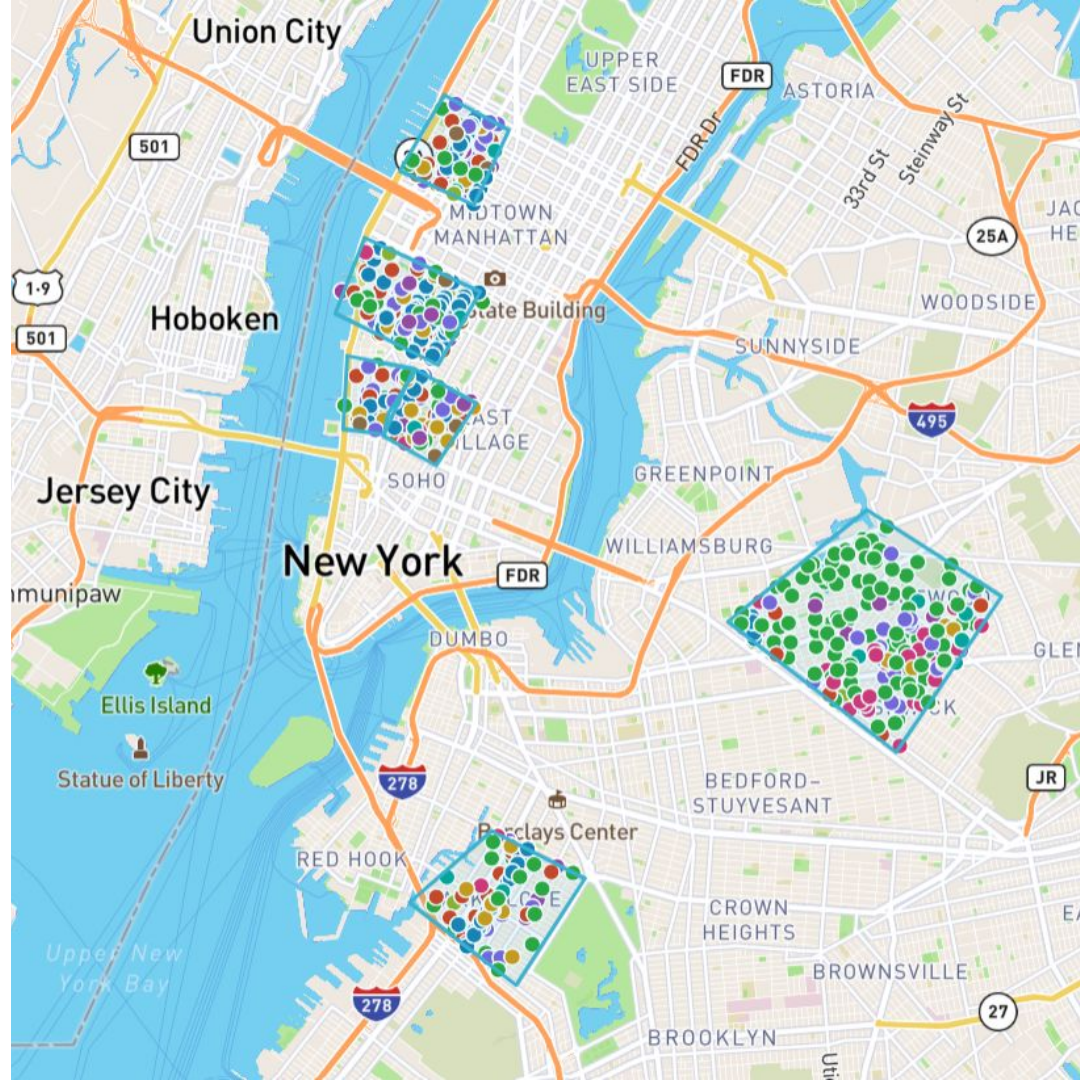
Atmosphere TV (TV display)



Vengo (vending machines)

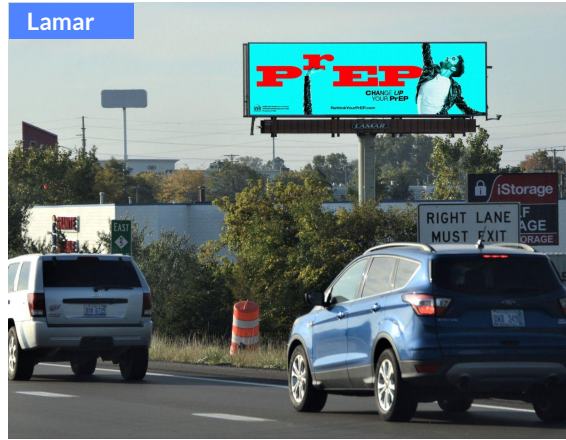


Loop Media (TV display)



The campaign ran across multiple venue types including billboards, bars, street furniture, moving media, airports, and more.

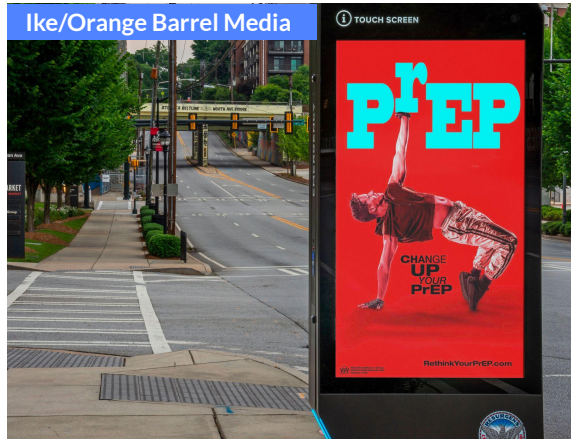
Lamar



TouchTunes



Ike/Orange Barrel Media



Firefly



Clear Channel Airports



# Examples of Targeted Local Events

- NYC Pride
- Tampa Pride
- Palm Beach Pride
- San Francisco Pride
- Capital Pride
- Atlanta Pride
- Aspen Gay Ski Week
- Baltimore Pride
- Chicago Pride
- Latinx NOLA
- Miami Winter Party
- Long Beach Pride
- Hollywood Pride
- Market Days Chicago

Hollywood (WEHO) Pride, California



Palm Beach Pride, Florida



# Key Results

**40** million

total impressions delivered by  
Place Exchange

**9** thousand

unique high-impact screens  
displayed the brand creative

Place Exchange uniquely enabled Viiv to target their consumers at scale in the physical world while executing and simplifying a hyper-focused and multi-faceted campaign across 20+ unique LGBTQ+ events throughout the US.

As PHM was also running the campaign on other digital channels within The Trade Desk, the DOOH component was seamlessly integrated into a holistic omnichannel media strategy, enabling the agency to maximize campaign results for the brand, and use DOOH exposure data to retarget consumers in other digital channels.



# Unlock the real power of OOH

[sales@placeexchange.com](mailto:sales@placeexchange.com)

