

# Case Study

# Play Station 5



# Objective

Sony aimed to boost awareness and brand perception of their latest gaming console, PlayStation 5, among console gamers in Los Angeles and New York City, with bold creative on DOOH inventory.

Sony's OOH media agency, Kinetic Worldwide, partnered with Place Exchange to programmatically deliver PlayStation 5 ads on prominently positioned OOH displays in areas within the target DMAs that over-index against video game enthusiasts.



# Campaign Goals & Metrics Summary

## Goals

- Reach Sony's target audience in Los Angeles and New York with a variety of premium DOOH formats
- Demonstrate brand lift for the PlayStation 5 DOOH campaign

## Success Metrics

- Maximize impressions against the desired audience within the target locations
- MFour brand lift metrics:
  - Ad Recall
  - Brand Awareness
  - Brand Perception
  - Brand Consideration

## Methodology

- Select high-indexing inventory on Place Exchange in target DMAs
- Use Place Exchange to seamlessly activate DOOH campaign programmatically on The Trade Desk DSP across multiple premium OOH media owners

# Audience Targeting

Place Exchange helped to identify the DOOH displays in areas of LA and NYC with a high concentration of gaming enthusiasts, and programmatically delivered the PS5 ads across a range of outdoor, transit, place-based, and retail inventory within the specified regions.

Map shows a sample of Place Exchange inventory in Los Angeles, highlighting zip codes (in green) over-indexing on console gamers and video game purchasers.

## Publishers

OUTFRONT



Volta



Intersection Cities and Transit



Lightbox



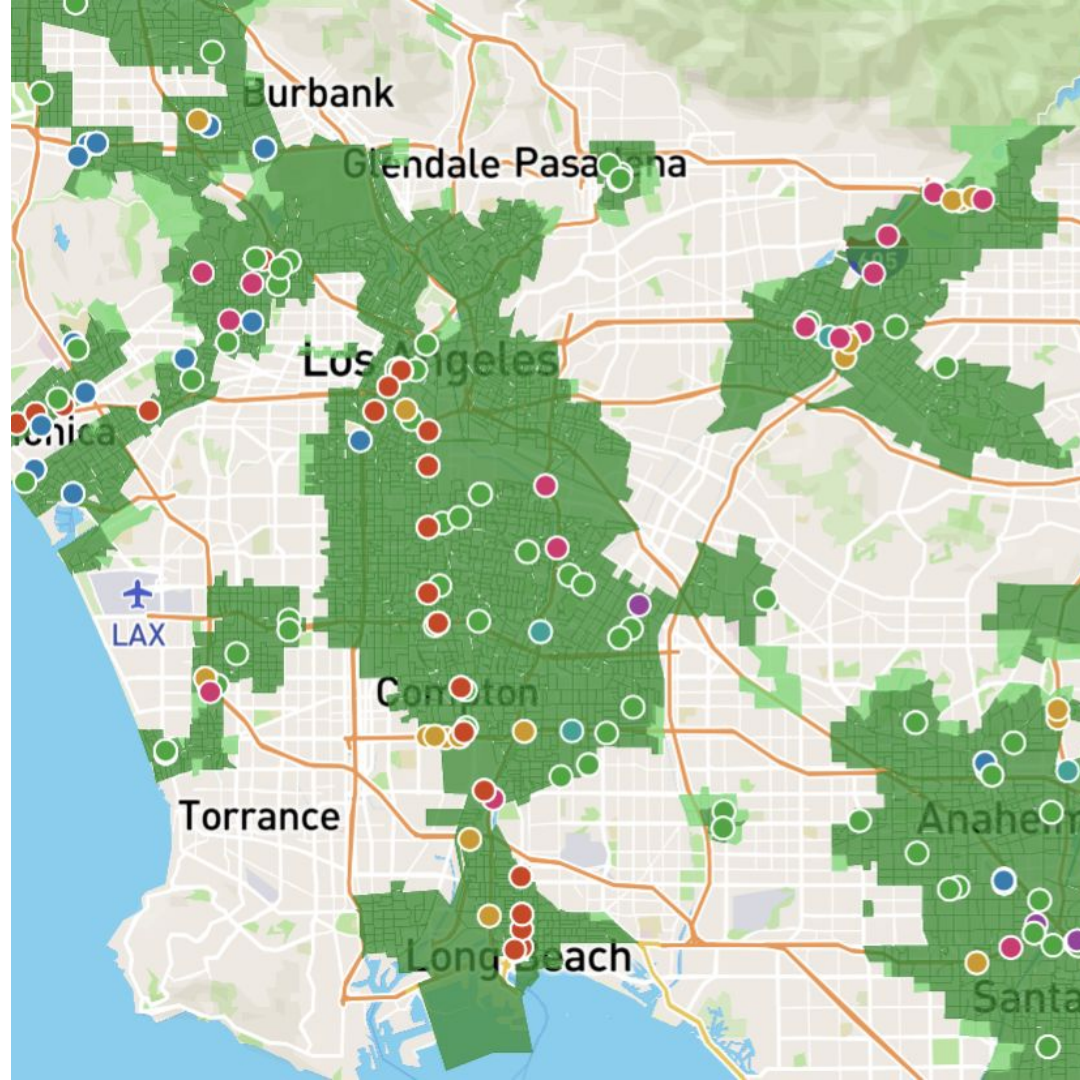
Clear Channel Outdoor



Zoom Media



Lamar



The campaign ran on high-impact screens including billboards, transit hubs, retail locations and gyms

Volta



Lamar



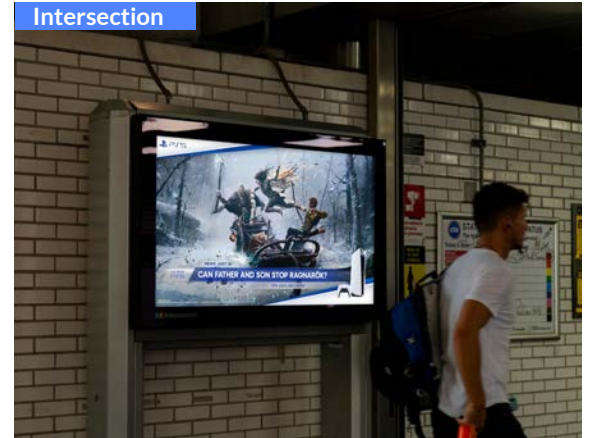
Clear Channel Outdoor



Zoom Media - GymTV



Intersection




# Campaign Results

## Overview of 60-day flight:

**41 million**

total impressions delivered by Place Exchange to gaming enthusiasts in Los Angeles and New York City.

Brand study results, measured by mFour, demonstrate brand lift across all recorded metrics:

Measured by   
mfour

**49%** of consumers exposed to the ads recalled the PS5 ads

**22%** increase in brand awareness

**39%** increase in brand perception

**6%** lift in brand consideration

# Unlock the real power of OOH

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