

Case Study

Ready to Drink

Dynamic Creative



Summary

An alcohol brand set out to drive awareness for its ready to drink canned products by reaching shoppers in and around key retail locations where the products could be purchased. The goal was to influence consumers at the point of consideration while they were shopping with contextually relevant and eye-catching creatives.

To achieve this, the brand's DOOH media agency partnered with Place Exchange to activate a mix of in-store and store-adjacent DOOH screens. Place Exchange's integration with dynamic creative platform Lucit, enabled the brand to automatically tailor ads to engage consumers in the moment - displaying localized messaging that reflected each screen's city and real-time weather conditions (ex. temperature, precipitation).



Campaign Goals & Metrics Summary

Goals	Methodology
● Reach a broad A21+ audience across designated zip codes in and around 100K+ targeted retail locations ● Seamlessly deliver dynamic creative that adapts automatically to each screen's location and weather conditions	● Place Exchange mapped all store-level POIs and selected premium DOOH retail media inventory with a close proximity to each targeted retail location ● The brand worked with Place Exchange and Lucit to set up the logic for dynamic creative variations based on city location and weather conditions ● Lucit's platform provided the real-time weather source, and enabled creative previews for each screen ● Place Exchange seamlessly activated the dynamic creative campaign programmatically across multiple publishers

Audience Targeting

The brand targeted A21+ consumers across 22 states at 100k+ key grocery and liquor store locations. Place Exchange identified and delivered ads to DOOH displays within a 0.1 mile radius of each retail location.

Map shows a sample of Place Exchange inventory in New York surrounding target retail locations.

Publishers

GroceryTV



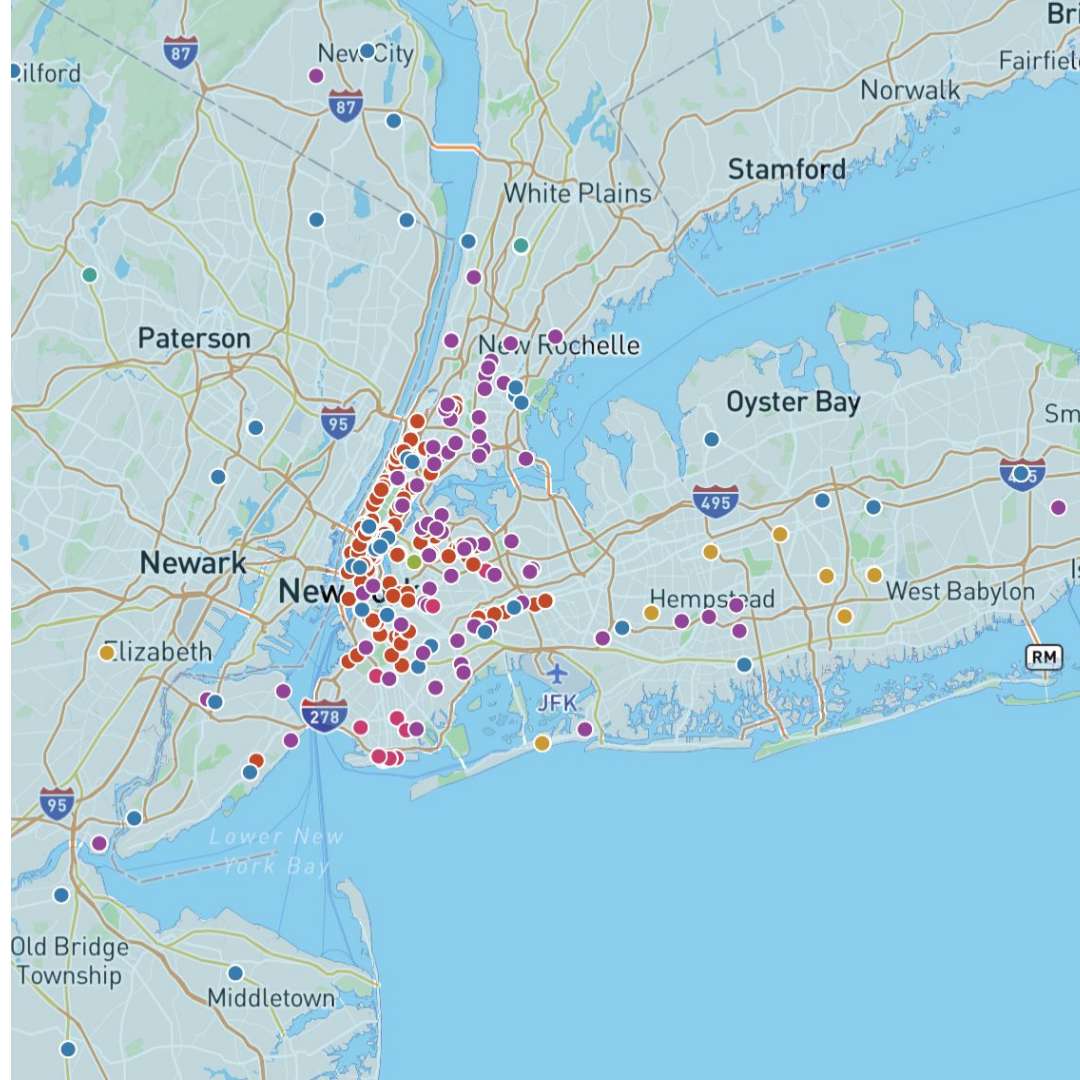
Retail Fluent



Intersection LinkNYC



Volta



The campaign ran on a variety of in-store retail media and retail adjacent screens within close proximity to targeted stores.

Starlite



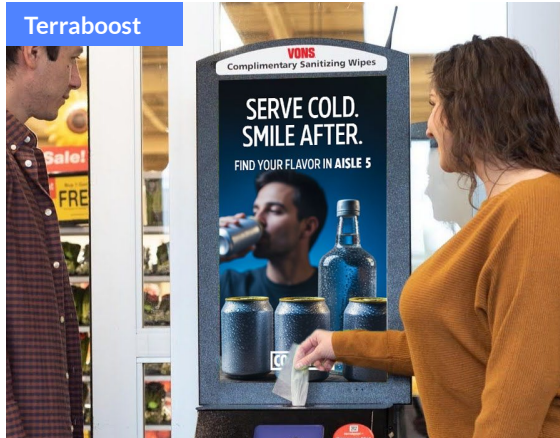
Dolphin Digital



GSTV



Terraboost



IKE | Orange Barrel



Campaign Results

Overview of 3-month flight :

40 million

total dynamic creative
impressions delivered by Place
Exchange to A21+ consumers in
target markets

The PX + Lucit integration enabled the brand to seamlessly scale and deliver dynamic creative ads to thousands of targeted screens

3,000 cities targeted

40,000 screens activated

200,000 automated dynamic creative
variations delivered

Reach out to unlock the power of dynamic creative DOOH

Contact us-programmatic-sales@broadsign.com to learn more.

