

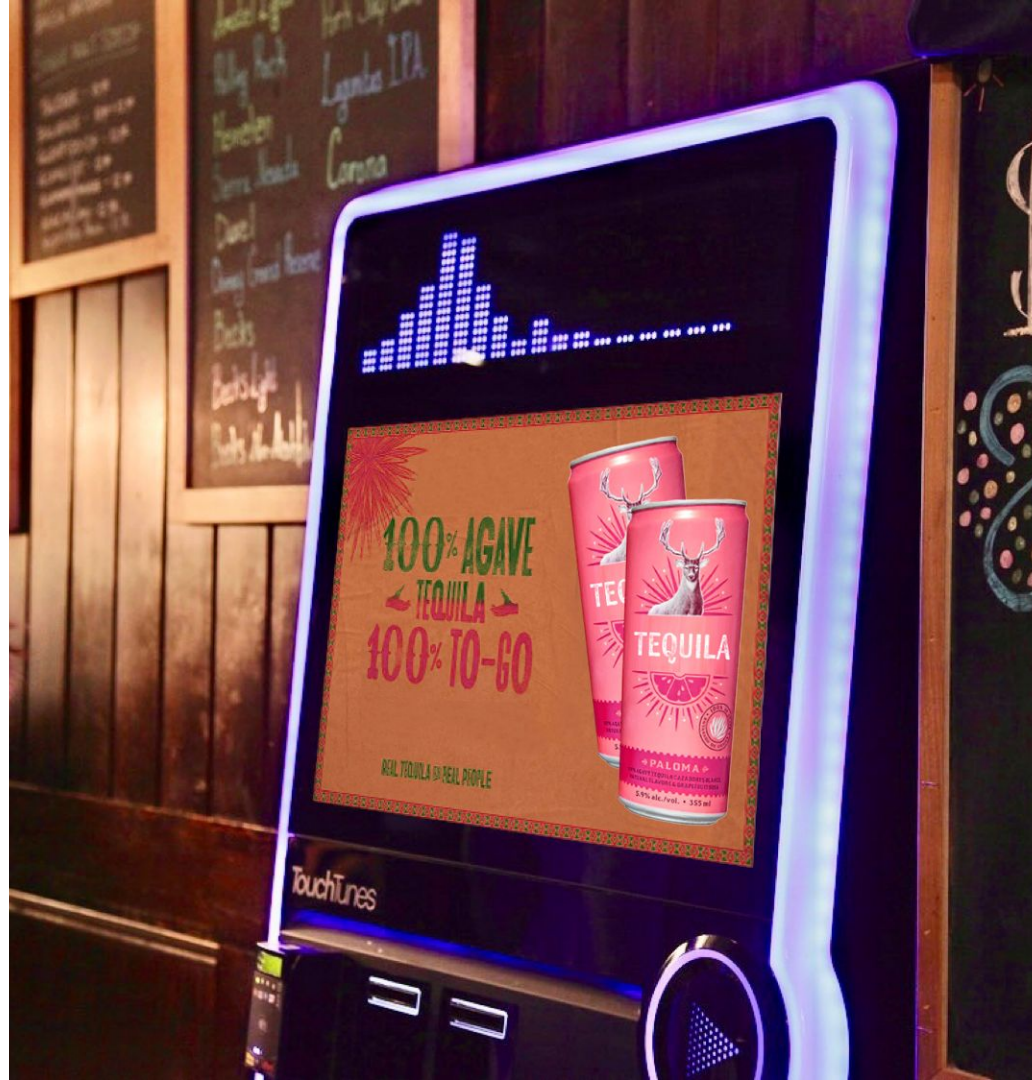
Programmatic OOH Case Study Beverage Brand



Objective

One of the largest global spirits companies aimed to boost awareness and brand perception of their tequila brand among tequila lovers in California, Florida, Illinois, and New York with DOOH messaging.

The brand's media agency partnered with Place Exchange to programmatically deliver their ads on prominently-positioned DOOH displays in zip codes that over-indexed against tequila drinkers with an interest in travel and/or cooking and with a combined HHI of \$100K+.



Campaign Goals & Metrics Summary

Goals	Success Metrics	Methodology
<ul style="list-style-type: none">● Reach the tequila brand's target audience in identified zip codes in CA, FL, IL, NY with a variety of premium DOOH formats● Demonstrate measurable brand lift	<ul style="list-style-type: none">● Deliver targeted campaign impressions in full, in line with specified audience, geo, and venue targeting● Brand lift metrics:<ul style="list-style-type: none">○ Ad Recall○ Brand Awareness○ Brand Perception○ Brand Consideration	<ul style="list-style-type: none">● Select inventory on Place Exchange in target zip codes, with high indexes against the target audience● Use Place Exchange to seamlessly activate DOOH campaign programmatically on client's omnichannel DSP across multiple OOH media owners● Deliver campaign exposure data to 3rd party measurement vendor

Audience Targeting

The brand provided a list of zip codes in CA, FL, IL, NY that over-index against **tequila drinkers with interests in travel and/or cooking and who have a HHI of \$100K+**. Place Exchange identified the optimal screen mix and delivered ads across select outdoor, transit, and place-based inventory in targeted regions.

Map shows a sample of NYC inventory in Place Exchange.

Publishers

TouchTunes



Intersection LinkNYC (street furniture)



Intersection Cities and Transit



Screenverse



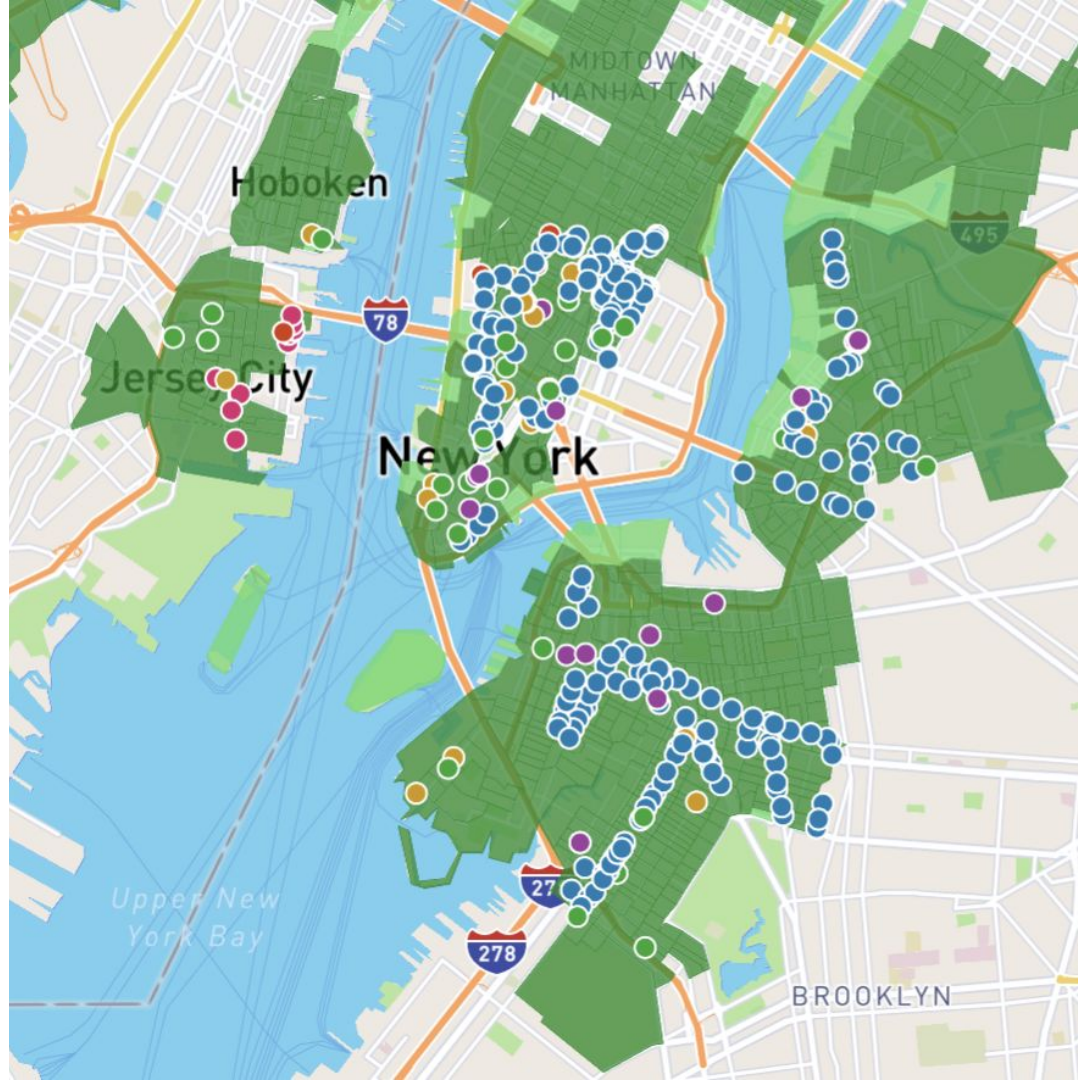
Atmosphere TV



Lamar



OUTFRONT

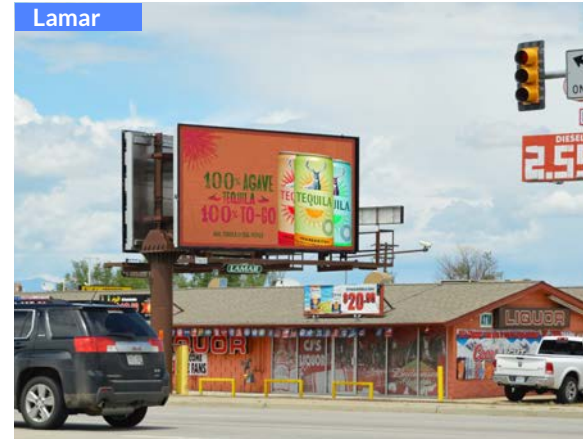


The campaign ran on high-impact eye-level screens, roadside billboards, mobile media, and in bars & restaurants

OUTFRONT



Lamar



Firefly



TouchTunes



Atmosphere TV



Campaign Results

Overview of 5-month flight:

91 million

total impressions delivered by Place Exchange to tequila lovers in California, Florida, Illinois, and New York.

Brand study results, measured by mFour, demonstrated brand lift across all key metrics:

Measured by 

43% of consumers exposed to the ads recalled the tequila ads

29% increase in brand awareness

67% increase in brand perception

20% lift in brand consideration

Unlock the real power of OOH

