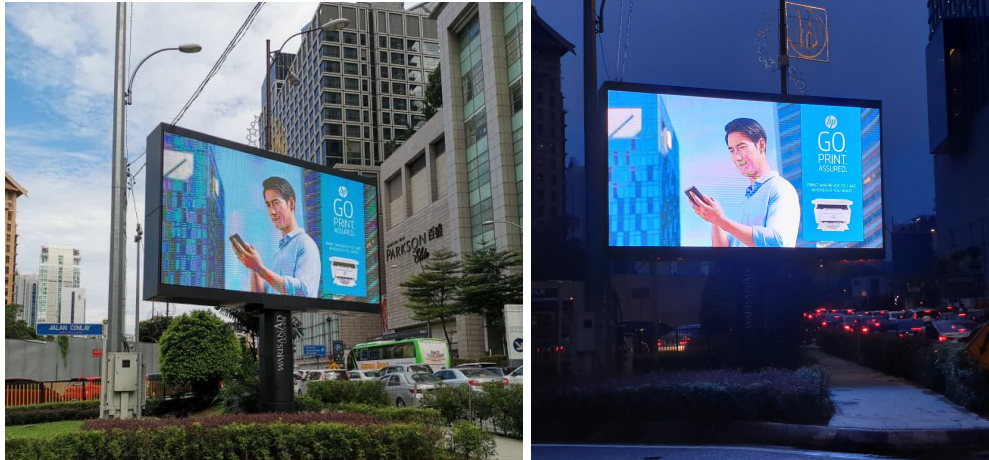


Optimising Several Touchpoints with DOOH



Objective: Drive consideration for HP Printer product by personalising DOOH messaging based on HP-defined audiences passing by the selected boards

Challenge: We wanted to help our clients deliver their campaign creatives only on the most relevant time-belts for each audience segment. This campaign showcases the use of data to identify and optimise the targeted audience on only specific time-belts to display relevant creatives to those targeted audiences.

Solution:

- The campaign ran across Malaysia for 30 days
- Site selection and time selection is based on audience-data mapped against HP-defined audiences
- Three creatives were curated and triggered at the right time-belted hours when the relevant audience segment was present.

Key Result:

- The campaign has delivered more than 78% of the planned reach over the course of 3 months
- Potential Views: 2,852, 651
- Unique Reach: 1,397,881
- Unique Percentage: 22.72%