

CASE STUDY

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Sunsilk Raises the Bar with Dynamic DOOH in the Philippines

Sunsilk, a leading haircare brand in the Philippines, realized the value of standing out in a competitive industry.

Sunsilk launched a **Programmatic Digital Out-of-Home (pDOOH)** campaign to create awareness for its latest product uniquely and memorably, drawing on insights from a **QMS's Neuroscience Study done in 2021**.

The study found that dynamic content had a **38% greater impact** on consumer behaviour than static creatives, offering significant insights for Sunsilk's marketing approach.



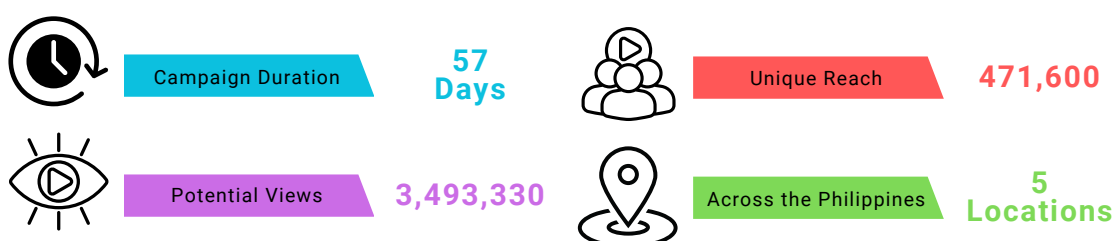
Objectives

- Achieve incremental reach for Sunsilk's latest product promotion
- Captivate audiences through dynamic creatives to enhance ad recall and leave a lasting impression

Strategies

- Utilized programmatic DOOH campaign on our proprietary Moving Audiences Xchange (MAX) platform.
- Leveraged customized dynamic messages triggered by weather conditions.
- Displayed tailored creatives aligned with current weather for relevance and engagement.
- Integrated with Google DV360 to extend the digital video campaign onto physical screens.
- Enhanced brand visibility and impact through seamless integration.

Results



The campaign exceeded objectives by achieving a significant increase in potential views and unique reach during the specified campaign period.

Sunsilk's dynamic DOOH campaign in Manila, Philippines, surpassed expectations by achieving a **203% increase in potential views** and a remarkable **289% increase in unique reach during** the 57-day campaign duration.

Conclusion

This successful campaign surpassed expectations, achieving significant increases in potential views and unique reach. These results highlight Sunsilk's effectiveness in engaging audiences and maximizing their impact in a competitive market. Through innovative strategies and tailored messaging, Sunsilk demonstrates its commitment to innovative marketing initiatives, setting a new standard for excellence in the haircare industry.