



CASE STUDY

Country: Indonesia
Method: Programmatic Digital Out-of-Home



AQUA's Dynamic DOOH Campaign Engages Jakarta's Millennial Audience

Background:

AQUA, a leading bottled water brand in Indonesia, aimed to enhance its visibility and brand awareness through a weather-triggered digital out-of-home (DOOH) campaign in Jakarta. The campaign utilized various prime locations and a **mobile LED truck** to maximize reach and engagement during the Citayam Fashion Week.

The brand devised the hashtag **#AQUADULU**, signifying 'Water First', to resonate with the millennial demographic. They leveraged this strategy to heighten brand recognition by promoting their bottled water and urging individuals to maintain hydration while attending the Citayam fashion show.

Objectives:

- To increase brand visibility and awareness.
- To target a broad audience across Jakarta.
- To leverage weather-triggered advertising to enhance relevance and engagement



Strategies:

- **Location-Based Targeting:** Deployed billboards in high-traffic locations and a mobile LED truck to cover multiple key routes in Jakarta.
- **Weather-Triggered Content:** Created dynamic content that changed based on real-time weather conditions to ensure relevancy.
 - *Sunny Creative:* Activated during sunny, cloudless, and cloudy conditions.
 - *Unstable Creative:* Activated during rainy and thunderstorm conditions.
- **Optimized Scheduling:** Advertisements were scheduled during peak traffic hours to maximize exposure.
- **Data-Driven Insights:** Utilized **Moving Audiences Xchange's** real-time data and analytics to monitor and optimize campaign performance.

Results:

AQUA's digital out-of-home (DOOH) campaign was executed over a month and proved to be a great success in Indonesia. The campaign was able to reach over **1 million unique individuals** and delivered **2 million impressions** throughout its route. The campaign reached the desired demographic, with **over 50 per cent** of those in the vicinity of the campaign belonging to the **18 to 34 age group**.

Duration
42 DAYS



Locations
2 + 1 LED Truck



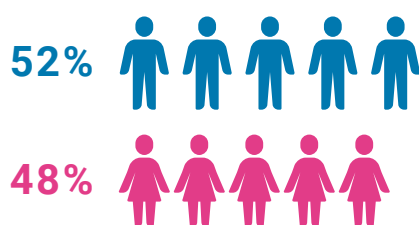
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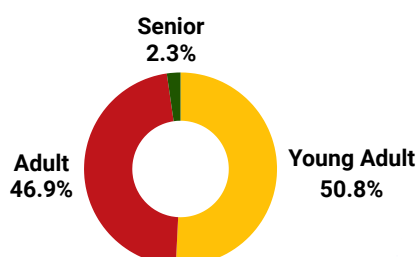
Reach
1,042,834



Demographics:



Age Range:



Conclusion:

The AQUA weather-triggered DOOH campaign in Jakarta was a significant success, demonstrating the power of dynamic and contextually relevant advertising. By leveraging real-time weather data and strategically placing advertisements in high-traffic locations, the campaign achieved impressive reach and engagement.

