

CASE STUDY

Brand: Adidas  
Method: Digital Out-of-Home



Background

A **global athletic brand** sought to amplify the launch of its latest performance footwear line through a data-driven digital-out-of-home (DOOH) campaign across the Philippines. The **Supernova campaign** positioned DOOH as a strategic channel to reach active, on-the-move audiences at scale.

By integrating with **Moving Walls** and activating programmatic delivery via **The Trade Desk (TTD)** as its Demand-Side Platform (DSP), the campaign pushed targeted, high-visibility content across select digital billboards in metro areas. This marked a forward-looking use of audience data and real-time delivery to enhance campaign precision, positioning the brand at the forefront of programmatic OOH innovation in the region.

Objectives

- Maximize visibility for a new performance footwear line across high-footfall urban locations.
- Engage active lifestyle audiences and key age demographics aligned with athletic wear consumption.
- Leverage screen-level analytics to guide media placement and optimize campaign performance in real time.



Strategies



**Programmatic Activation with TTD :** Using Moving Walls’ integration with The Trade Desk, the campaign leveraged programmatic delivery to activate digital screens across three high-traffic urban locations in the Philippines.

**Data-Led Site Optimization:** Screen-level performance data informed site selection, with one location driving 54.97% of total impressions—highlighting the value of precision planning.



**Targeted Demographic Engagement:** The campaign focused on adults aged 35–44, with a slight female skew (56.17%), ensuring relevance to the brand’s core consumer base.

**Lifestyle-Based Targeting:** Behavioral insights showed 2.5% of the audience identified as Sports Enthusiasts and 2.4% as Fitness Fanatics, enabling sharper message alignment with active lifestyle segments.

Results



Campaign Duration

32 Days



Unique Reach

109,196



Potential Views

1,145,100



Across Philippines

3 Locations

Across its 32-day flight, the campaign reached 1,145,100 potential views and achieved an effective reach of 109,196 individuals. The use of performance-led site selection and audience profiling ensured not just visibility, but resonance with the brand’s active, urban demographic.

Conclusion

The Supernova campaign marks a step forward in how global athletic brands can localize DOOH strategies through intelligent data use. By spotlighting high-performing digital assets and leveraging behavioral and demographic insights, the campaign demonstrated how DOOH can evolve beyond impressions, becoming a measurable, targeted, and performance-driven storytelling medium.