

# Programmatic case study

Cross-channel campaign to drive visitors during winter, using programmatic DOOH to prime audiences ahead of audio and display re-engagement

## Campaign objective

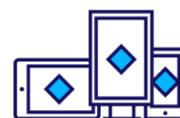
- Drive awareness and consideration of Tasmania as a winter holiday destination to recharge the soul
- Increase visits to the island during winter

We worked with Yahoo! and JCDecaux Australia to drive awareness for the campaign and build the seed audience, before re-engaging the DOOH audience across multiple channels, including video, display, audio, native and mobile.



### Target audience

- Erudites, Raw Urbanites & people 45+



### Campaign specification

- Data Audience Targeting & contextual targeting using JCD AU Adobe Audience Data



### Inventory

- Large Format, Small Format, Rail



## Campaign set-up:

**Audience Targeting:**  
prDOOH  
Demo & Broad Custom Audiences,  
Ideal Exposure Capture - MAID's +  
JCD AU Adobe Audience Data

**Audio**  
Re-engage DOOH audiences +  
bespoke Yahoo custom audiences w JCD  
Adobe DOOH segments + 1P & 3P  
Audio Provider Audiences

**Display**  
Bespoke Y! custom + Mobile Moments & High Impact + Re-engage DOOH audiences  
+ Y! Custom Audiences - based off the JCD Adobe DOOH segments

The results proved that the omnichannel strategy was a winner, and DOOH was a significant component of that success due to its ability to reinforce Tourism Tasmania's messaging programmatically across channels.

**51%  
increase**

In visits to  
Tasmania during  
off-season

**31% lift**

In website  
visits driven by  
prDOOH alone

**135% lift**

In website visits  
across whole  
campaign vs  
control group



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In collaboration with

**yahoo!** + **JCDecaux**