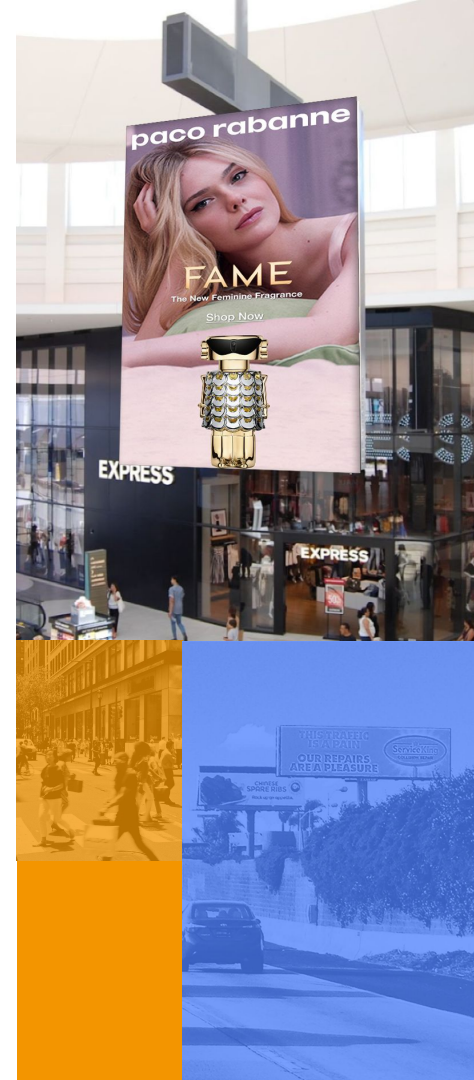


# Case Study

Reaching fashion-forward consumers at the point of purchase and beyond for new fragrance launch



# Objective

Puig, a leading global fashion and beauty company, aimed to boost brand awareness for their new fragrance, Paco Rabanne's Fame, among fashion-forward Gen Z women, with a secondary focus on gift givers, in key markets such as NY, LA, SF, Dallas, Miami, and more.

Their media agency, Starcom, tapped Place Exchange to build the media plan and identify specific locations of DOOH screens that would efficiently reach their target consumer profiles, including inventory in proximity to apparel and beauty stores such as Macy's, Ulta Beauty, and Sephora, where the fragrance could be purchased.



# Campaign Goals & Metrics Summary

## Goals

- Reach target audience around identified retailers with a variety of premium DOOH formats
- Demonstrate brand lift for the Paco Rabanne's Fame DOOH campaign

## Success Metrics

- Maximize impressions against the desired audiences within the target markets
- Lucid brand lift metrics:
  - Brand Awareness
  - Brand Favorability
  - Brand Consideration

## Methodology

- Select high-indexing inventory on Place Exchange in target markets
- Use Place Exchange to seamlessly activate a DOOH campaign programmatically through DV360 DSP across multiple premium OOH media owners

# Audience Targeting

Place Exchange helped identify DOOH displays in key DMAs with a high concentration of fashion-forward Gen Z women and programmatically delivered the brand's ads across various outdoor, place-based, and mall inventory within a 0.5-mile radius of retailers selling the fragrance.

Map displays a sample of Place Exchange inventory in New York City, highlighting zip codes (green) with an over-index of fashion-forward Gen Z women and gift givers within a 0.5-mile radius of Sephora retail locations.

## Publishers

Intersection - LinkNYC



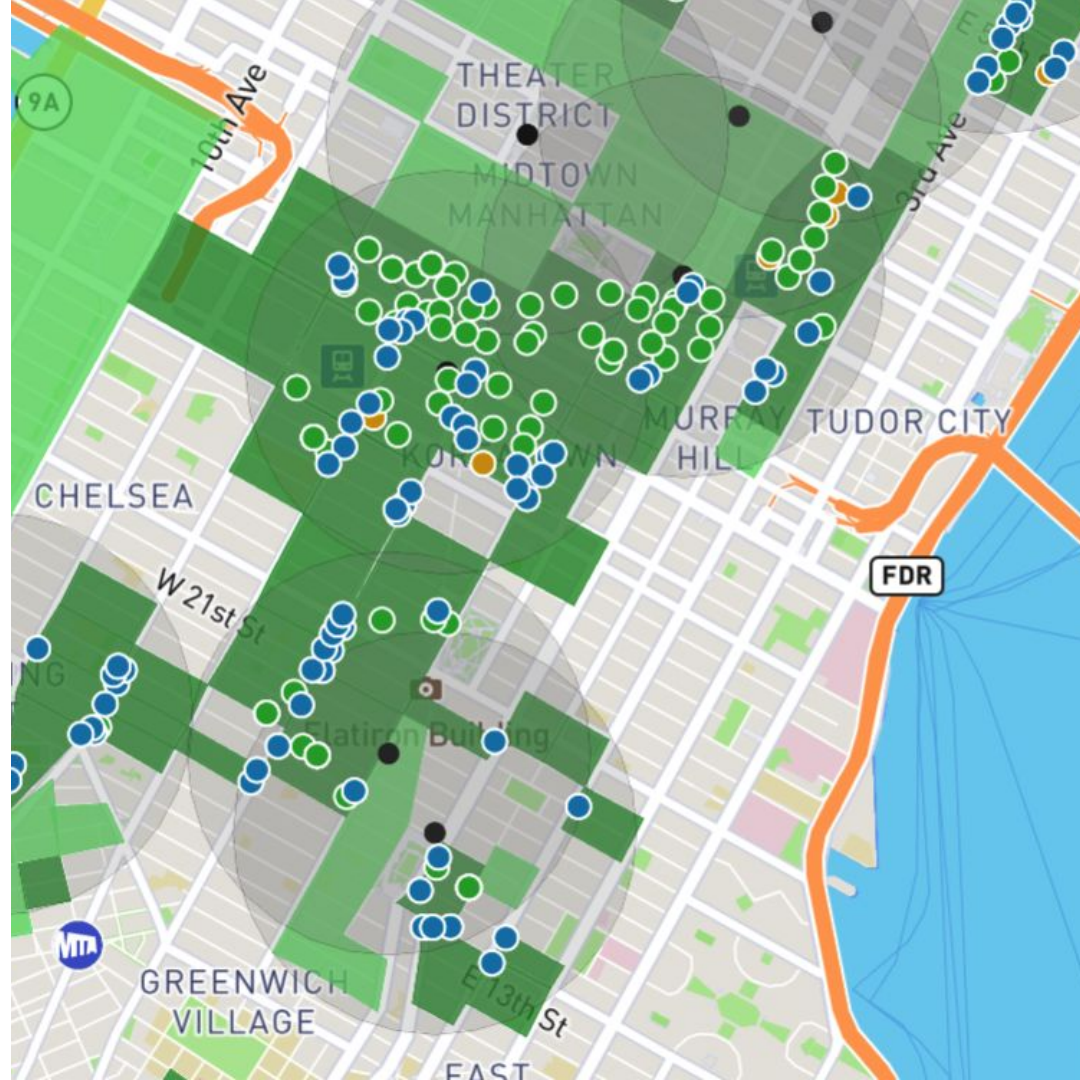
Captivate



Lightbox



Sephora



# Campaign Results

Overview of 112-day flight:

**28 million**

impressions delivered by Place Exchange to fashion-forward consumers across **4 thousand screens** in **10 DMAs**.

As Starcom was also running the campaign on other digital channels within DV360, the DOOH component was seamlessly weaved into a holistic omnichannel media strategy, enabling the agency to maximize campaign results for the brand.

The brand study results indicate brand lift across all recorded metrics, surpassing all benchmarks.

Measured by: **LUCID** 

**6.4%** increase in brand awareness  
Lucid Benchmark: 4.69%

**5.3%** increase in brand favorability  
Lucid Benchmark: -0.86%

**2.5%** increase in brand consideration  
Lucid Benchmark: 0.69%

The strong brand lift metrics of this campaign prove that DOOH exceeded the categorical retail benchmarks and generated the desired outcome for the fragrance launch.

# Unlock the real power of OOH

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