

Programmatic OOH Case Study Gaming Console Maker



Objective

A leading gaming console maker aimed to boost awareness and brand perception of their latest gaming console among gamers in Los Angeles and New York City, with bold creative on DOOH inventory.

Their OOH media agency partnered with Place Exchange to programmatically deliver gaming console ads on prominently positioned OOH displays in areas within the target DMAs that over-index against video game enthusiasts.



Campaign Goals & Metrics Summary

| Goals | Success Metrics | Methodology |
|---|---|--|
| <ul style="list-style-type: none">● Reach target audiences in Los Angeles and New York with a variety of premium DOOH formats● Demonstrate brand lift for the gaming console DOOH campaign | <ul style="list-style-type: none">● Deliver targeted campaign impressions in full, in line with specified audience, geo, and venue targeting● Lucid brand-study metrics:<ul style="list-style-type: none">○ Ad Recall○ Brand Awareness○ Brand Perception○ Brand Consideration | <ul style="list-style-type: none">● Select high-indexing inventory on Place Exchange in target DMAs● Use Place Exchange to seamlessly activate DOOH campaign programmatically on client's omnichannel DSP across multiple OOH media owners● Deliver device-level exposure data to 3rd party measurement vendor |

Audience Targeting

Place Exchange helped to identify the DOOH displays in areas of LA and NYC with a high concentration of gaming enthusiasts, and programmatically delivered the gaming console ads across a range of outdoor, transit, place-based, and retail inventory within the specified regions.

Map shows a sample of Place Exchange inventory in Los Angeles, highlighting zip codes (in green) over-indexing on console gamers and video game buyers.

Publishers

OUTFRONT



Volta



Intersection Cities and Transit



Lightbox



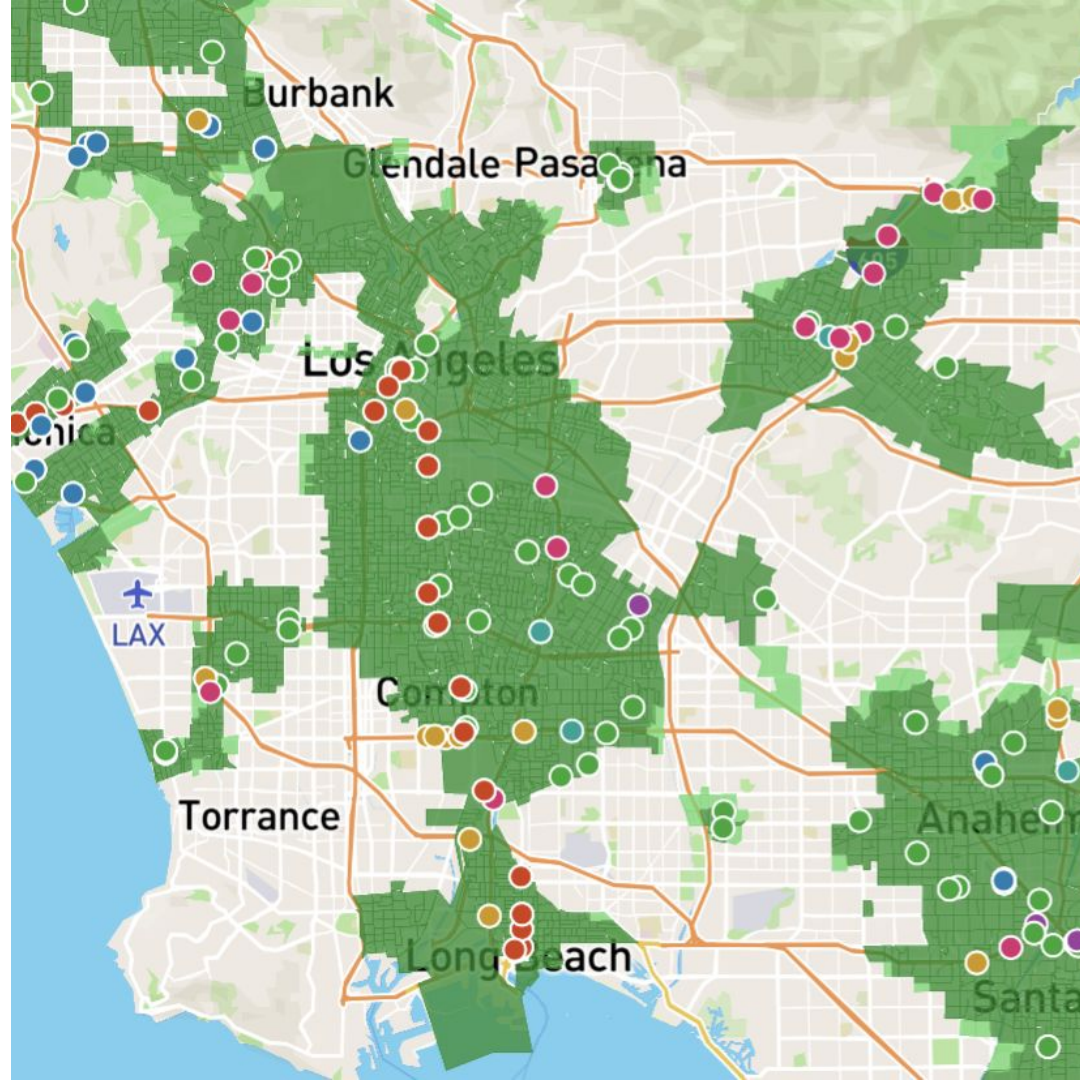
Clear Channel Outdoor



Zoom Media

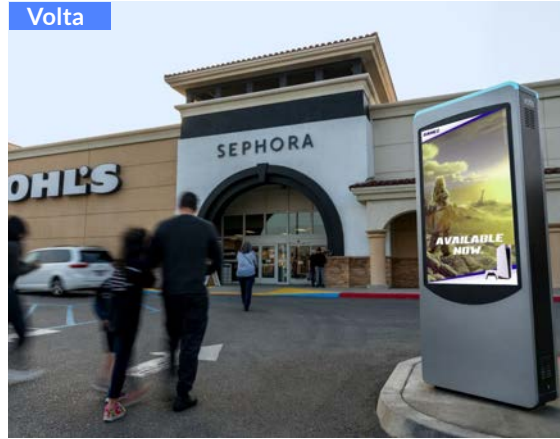


Lamar



The campaign ran on a variety of high-impact screens, including billboards, transit hubs, retail locations and gyms

Volta



Lamar



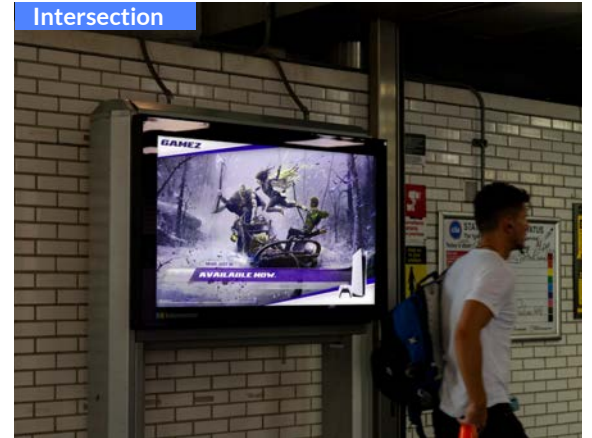
Clear Channel Outdoor



Zoom Media - GymTV



Intersection



Campaign Results

Overview of 60-day flight:

41 million

total impressions delivered by Place Exchange to gaming enthusiasts in Los Angeles and New York City.

Brand study results, measured by mFour, demonstrate brand lift across all key metrics:

Measured by 

49% of consumers exposed to the ads recalled the console ads

22% increase in brand awareness

39% increase in brand perception

6% lift in brand consideration

Unlock the real power of OOH

