



WEBINAR  
SERIES

THURSDAY 29 APRIL  
11 AM - 12 PM

IN THE KNOW

ON PROGRAMMATIC DOOH



iab.  
australia

# DIGITAL OUT OF HOME TASKFORCE

 Broadsign

VM0

Magnite

verizon  
media

TONIC  
MEDIA  
NETWORK

oMD

BENCH

VISTAR MEDIA

IAS  
Integral Ad Science

AMOBEE

SHOPPER  
MEDIA GROUP

VERIDOOH

ois

oms

Hivestack

JCDecaux

# Today's Agenda



Gai Le Roy  
CEO  
IAB Australia



Ben Allman  
Sales Director APAC  
Broadsign &  
IAB DOOH Working Group Chair



Andrew Gilbert  
Verizon Media



David Sutherland  
QMS



Ben Baker  
Vistar Media



Manuela Cadd  
Verve Group



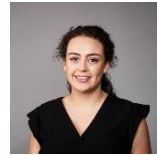
Brad Palmer  
JC Decaux



Samantha Franklin  
Ego Pharmaceuticals



Matt Bushby  
Hivestack



Sarah Zarafa  
Matterkind



April Nicholas  
OMD



Elysia Davis  
Starcom



Mercedes-Benz





# Setting the Scene



**Ben Allman**  
**Sales Director APAC**  
**Broadsign &**  
**IAB DOOH Working Group Chair**

IN THE KNOW

ON PROGRAMMATIC DOOH





# PROGRAMMATIC DOOH

## STATE OF THE NATION SURVEY

TAKE THE PROGRAMMATIC DOOH SURVEY TO SUPPORT AND INFORM THE INDUSTRY



# DOOH in Omni-Channel Programmatic



**Andrew Gilbert**  
Verizon Media



**Samantha Franklin**  
Ego Pharmaceuticals



**Elysia Davis**  
Starcom



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ON PROGRAMMATIC DOOH

# Driving **Growth** through Programmatic DOOH

Ego pharmaceuticals & Starcom Australia  
QV Body



## Traditional Media Buying

Siloed  
teams &  
budgets



Siloed  
teams &  
budgets



Siloed  
teams &  
budgets



Siloed  
teams &  
budgets



Siloed  
teams &  
budgets



### Unified Brand Message



Audio

Native

DOOH

Video

CTV



Isolated  
view of  
consumer

Isolated  
view of  
consumer

Isolated  
view of  
consumer

Isolated  
view of  
consumer

Isolated  
view of  
consumer



Isolated  
Metrics

Isolated  
Metrics

Isolated  
Metrics

Isolated  
Metrics

Isolated  
Metrics

**Traditional media buying is siloed in people, budgets, channels, and insight.**

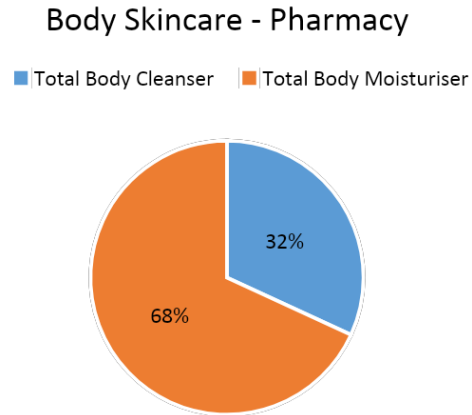
**Through Programmatic Omnichannel activation, across online and physical world, these silo's become more intertwined:**

1. Supporting connected brand experiences.
2. Leveraging media channel data interoperability
3. Approach to marketing efficiencies and wastage.
4. Consistent reporting metrics and effectiveness measurement.

# The Background



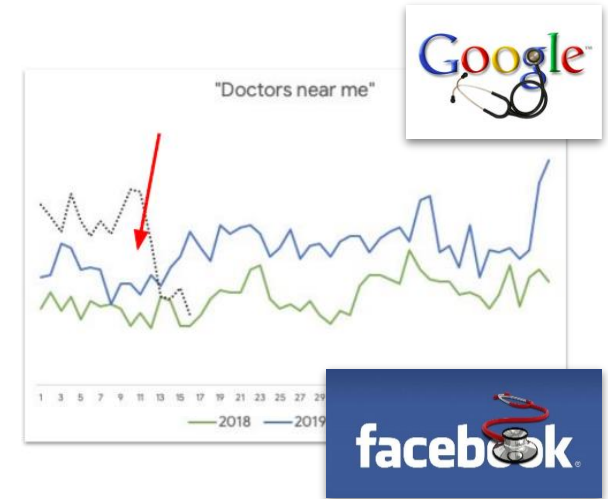
**Opportunity for new shoppers in young/family demographic**



**QV has room to grow in the moisturizer segment**



**Sensitive natural brands continue to gain momentum**



**Self-select consumer shopping on the rise**

# The Brief

## GET

Health conscious mums with young families who identify with sensitive skin and actively seek ways to keep it feeling and looking healthy

## WHO

Think that QV is great for treating skin problems, but that brands with natural cues are healthiest choice

## TO

Believe that QV is the best way to keep sensitive skin healthy every day

## BY

Convincing them that QV Skin Lotion is the best choice to soothe their family's dry, sensitive skin to bring out their best every day.

## BECAUSE

Formulated to mimic how healthy skin hydrates itself to help lock in moisture for up to 24hrs

Free from common irritants

Australian made & owned

Recommended by Dermatologists



# Multiple touch points across online/offline

## Social Micro Influencer Activation



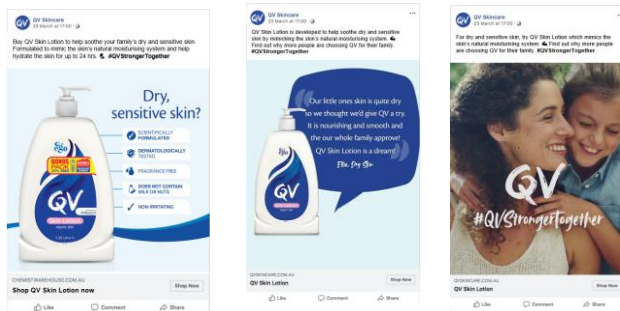
## Online Video



## Cashback Promotion



## Social Media & Digital Media



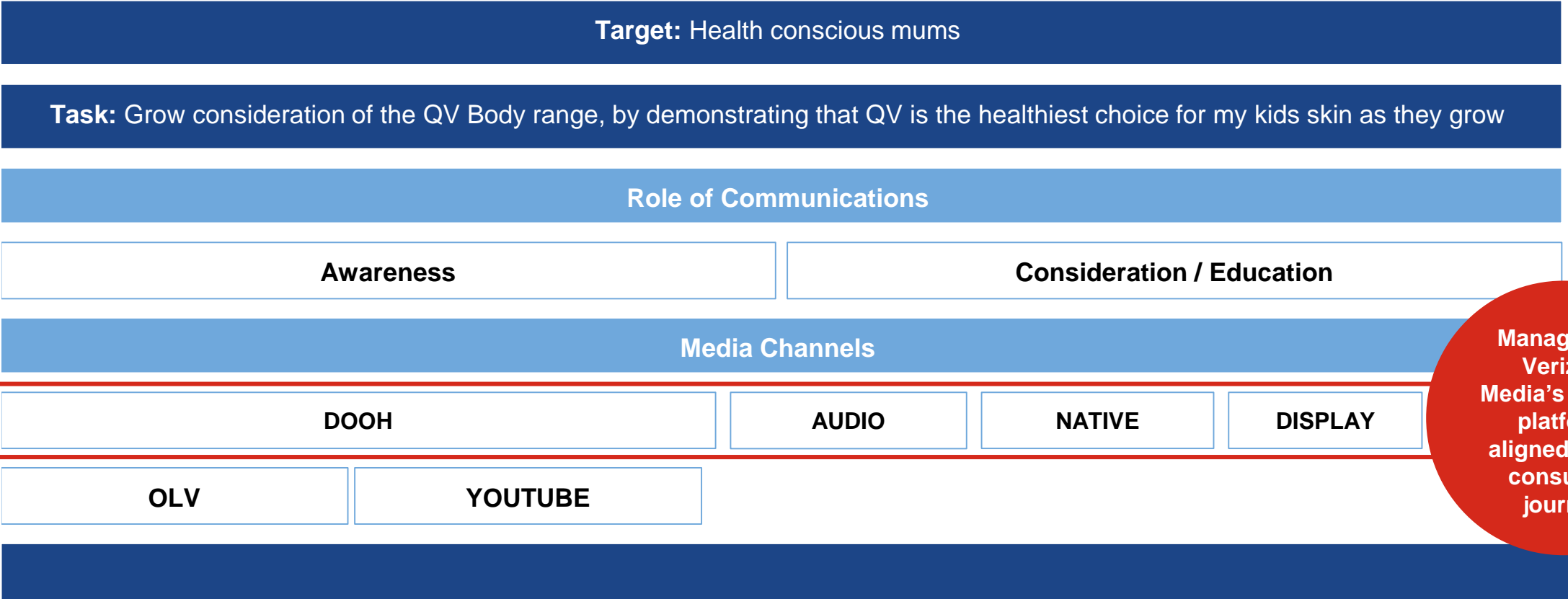
QV Skin Lotion is scientifically formulated to mimic how healthy skin hydrates itself

## In store POS



# An audience first approach

Together we can bring out their best



Reach  
Drivers

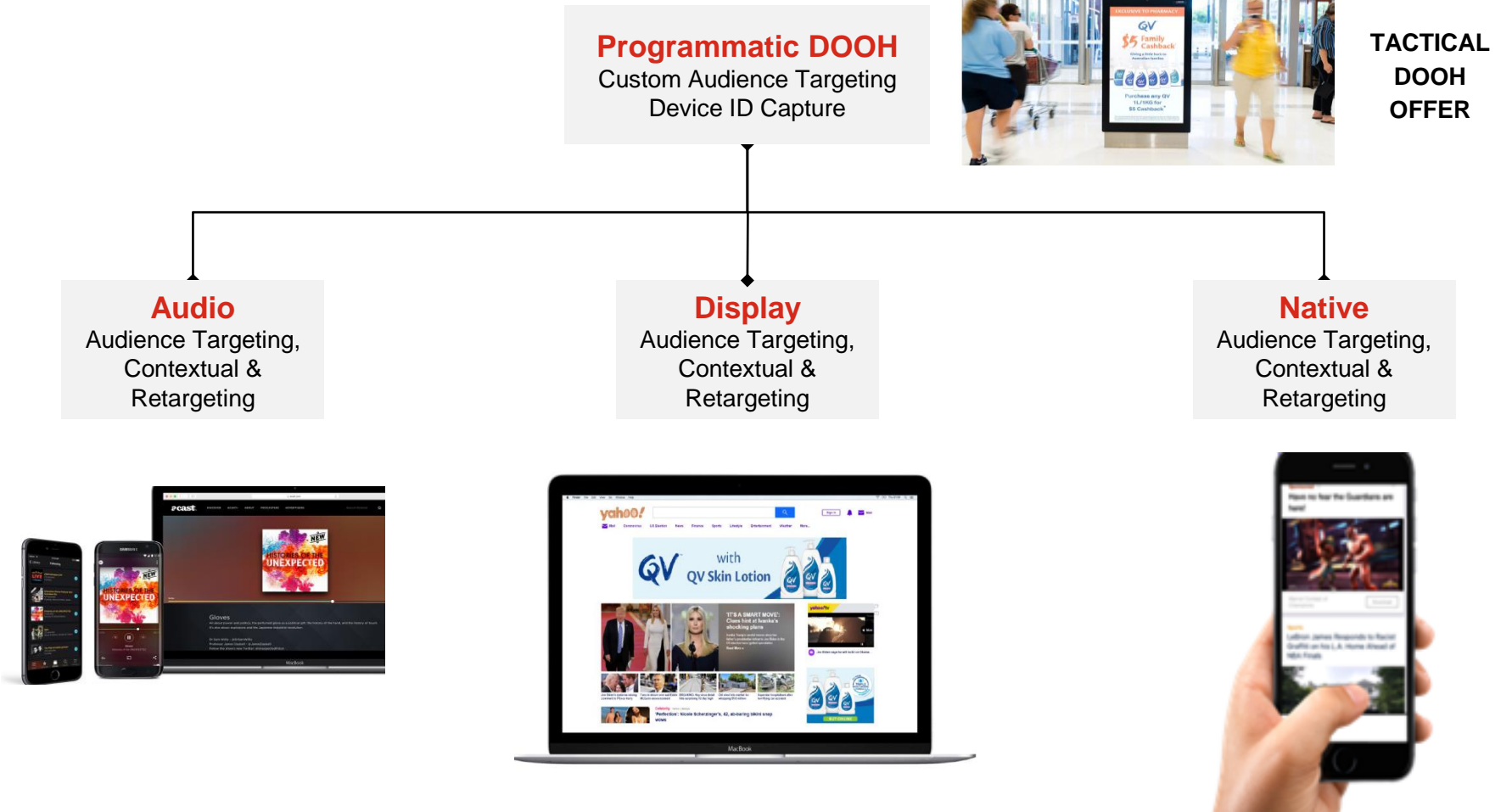
1st Party Data

Frequency  
Focus

Consumer  
Experience at  
the Core



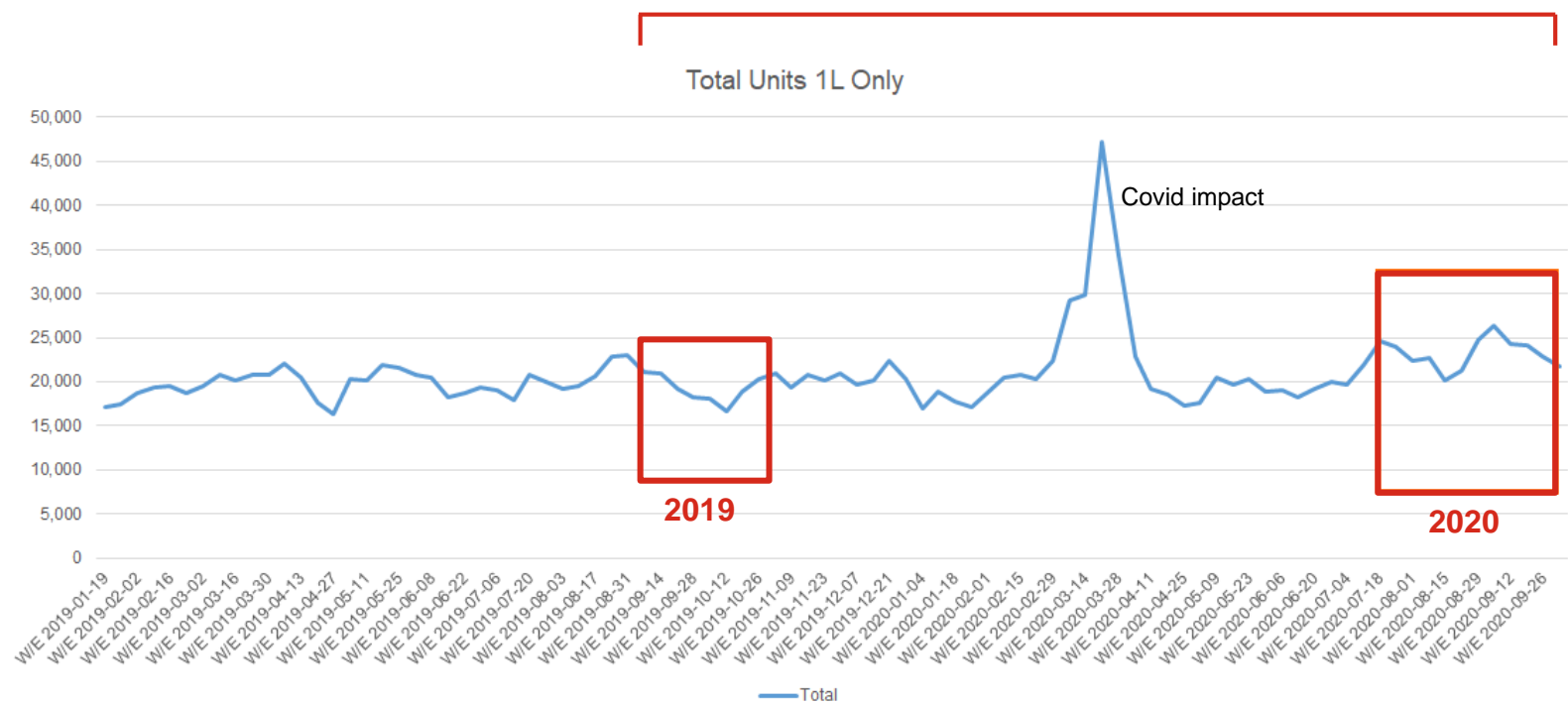
# A dedicated omni-channel approach for QV Body





# Driving Awareness and Sales with an Omnichannel Approach

**+20.4% Growth**



**4million**

REACH ACROSS ALL CHANNELS

**5**

FREQUENCY BETWEEN DISPLAY AUDIO & NATIVE

**+28%**

PURCHASE INTENT ABOVE BENCHMARK

**+20.4%**

ON 1KG/LITRE RANGE



Verizon confidential and proprietary. Unauthorized disclosure, reproduction or other use prohibited.

Source: Verizon Media internal data

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# Your key takeaways

- **Don't just activate... nurture.**
  - Leading with DOOH gives you the ability to connect the consumer experience across the online and physical world programmatically for the first time ever.
- **Omnichannel isn't just media**
  - Consumer touch points, creativity and technology drive the consumer experience.



# VOLVO & DOOH



**David Sutherland**  
**QMS**



**Matt Bushby**  
**Hivestack**



IN THE KNOW  
ON PROGRAMMATIC DOOH



**VOLVO OMTANKE**  
**pDOOH**  
**ENHANCEMENT**



QMS

VOLVO  
FOR THE ROAD AHEAD

5 YEARS  
WARRANTY\*  
UNLIMITED KM  
5. VOLVO WARRANTY

\*5 years warranty for the first 100,000 km of driving or when the car is 100,000 km old. For more details, conditions and exclusions, please contact your Volvo dealer or visit us online.

VOLVO Always on  
'Eastlakes, NSW'



# pDOOH ENHANCES VOLVO MEDIA MIX

## CAMPAIGN OBJECTIVES

- Volvo's Omtanke campaign was created to move away from pricing to focus on broadening awareness, building brand consideration & driving intent to buy.

## CAMPAIGN STRATEGY

- Unlocked historic media buying strategies to deliver a 70 / 30 brand building vs. conversion focus with a 12-month vision to maximise reach & make Volvo look bigger.
- Utilise high impact & broad reaching DOOH together with Programmatic DOOH as an ENHANCEMENT to deliver agility in tactical retail messages with immediacy, accuracy consistency, and transparency.
- pDOOH also allowed Volvo to navigate COVID whilst also providing increased support for certain dealerships as required

## CAMPAIGN RESULTS\*

- Brand attribute bundle +92%
- Brand Consideration +136%
- Market share +47% & Sales volume +43%

\*Source Mi3 podcast 29/06/20



**"Make Volvo look bigger than the  
1% market share it had."  
Julie Hutchison, Volvo Car Australia CMO**





**VOLVO ALWAYS ON 70%**

### Awareness

Digital flexibility gives Mindshare ability to have an always on presence on road for Volvo to reach broad mass audiences.



**VOLVO PRODUCT FOCUS 25%**

### Consideration

Digital capability provides Mindshare with agility to tailor yearly campaign to focus on new launches and specific marketing efforts for Volvo.



**VOLVO pDOOH RETAIL SUPPORT 5%**

### Purchase

pDOOH enhanced the Omtanke campaign by allowing creative and audience targeting flexibility via Hivestack to drive dealer traffic





QMS

Has summer ever been so important?  
Let's keep it safe.

VOLVO

VOLVO Always on  
'Eastern Freeway, VIC'





Hivestack

# Volvo Dealer Campaign

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Presented by: Matt Bushby

Managing Director ANZ & SEA





# Campaign Objectives

## #1

Support Metro and regional dealerships with impressions delivered via outdoor screens in proximity to the car yards.

# Campaign Objectives

## #2

A line item was created for each dealer with a set budget and pacing, as well as CPM parameters.

# Campaign Objectives

## #3

Once the creative was approved by the media owner, the campaign was easily set up in the DSP by Mindshare and was live, in market, within a couple of hours.

# Campaign Objectives

## #4

The Hivestack DSP enhanced the campaign by allowing the creative message to be targeted to their audience, with flexibility to drive dealership foot traffic when required.



FinderFileEditViewGoWindowHelp

Campaign: Volvo Q3 Retail - OOH

apps-admin.hivestack.com/campaigns/4219

AppsGmailYouTubeMapsOHMSA MembersHivestackNew Tabcalendar.google.c...https://www.linke...MATT BUSHBY's...Reading List

Hivestack | DSP

+ NEW

OVERVIEW

DashboardMonitoringSubmissionsReports

BUY

CampaignsCreativesProximity geofences

AUDIENCE

Audience geofencesCustom audiences

MARKETPLACE

Deals

ORGANIZATION

UsersCustom fields

Campaigns > Volvo Q3 Retail - OOH

Volvo Q3 Retail - OOH #4219

Completed19/07/2020 - 03/10/2020ADVERTISEROHMSA ACCOUNT13 Aug 2020, 09:57LAST MODIFIED ON

Summary

A\$00,000.00BUDGET

A\$00,000.00AD SPEND

0,000,000IMPRESSIONS DELIVERED

A\$00.00CPM

DETAILSSITESSCREENS

Impressions

Line items

NEW LINE ITEM

10 items per page

NAME

CAMPAIGN ID

LINE ITEM ID

STATUS

PACING VS. EXPECTED

PACING VS. EVEN

PROGRESS

ADVERTISER

IMPRESSIONS DELIVERED

AD SPEND

CPM

PURCHASE TYPE

STATS LAST REFRESHED ON

CA



# Tourism Tasmania



**Ben Baker**  
**Vistar Media**



**Sarah Zarafa**  
**Matterkind**



IN THE KNOW

ON PROGRAMMATIC DOOH

# DOOH Creative Opportunities



**Manuela Cadd**  
**Verve Group**

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ON PROGRAMMATIC DOOH

# In The Know On Programmatic DOOH

Manuela Cadd, Country Manager,  
Australia and New Zealand

29.04.2021

# Verve Group | Build Your Brand Presence on Big Screens With DOOH

Combine real time mobile audience intelligence with powerful custom targeting algorithms

**38,000+**  
Screens and  
billboards



**3,200+** Malls



**26,000+** Doctors' offices



**21,000+** Gas stations



**6,000+** Roadside billboards



**160+** Airports



### Effortless Activation

Activate DOOH screens on a powerful managed-service buying platform, with zero operational overhead at your end.



### Reach Extension

Compliment your DOOH buys with campaign extension to target users on mobile devices around the screen.



### Pricing Efficiency

Bypass intermediary exchanges and go directly to the inventory source to cut buying costs (\*for non-programmatic DOOH screens).



### Mobile Audiences for DOOH

Target DOOH screens in real time using powerful insights on mobile audiences and their proximity to the screen.



# Creative Setup | Commonly Asked Questions

- **Are there standard ad sizes?**

No, there aren't any industry standards yet. However, the most common sizes are 1080 x 1920 (and 1920 x 1080 respectively).

- **Is there support with the creative process?**

We don't design creatives from scratch but we do directly work with creative agencies to assist with creating dynamic content assets.

- **What types of formats can be supported?**

Creatives should be in mp4, jpeg or HTML (subject to publisher support) format.

- **What is the recommended length of a video creative for DOOH?**

Videos are supported for up to 30 seconds but it is recommended to aim for 10 seconds or less (think of social media attention spans).

- **What is the process behind offering dynamic content?**

We forward specs to the advertiser's agency, they design an HTML creative, leaving a placeholder value where the dynamic content should be. Our creative teams will assist in the process.

- **How long does it take to set up dynamic content assets?**

Depending on complexity, it takes approximately 1-2 weeks to deliver a dynamic creative to the agency.



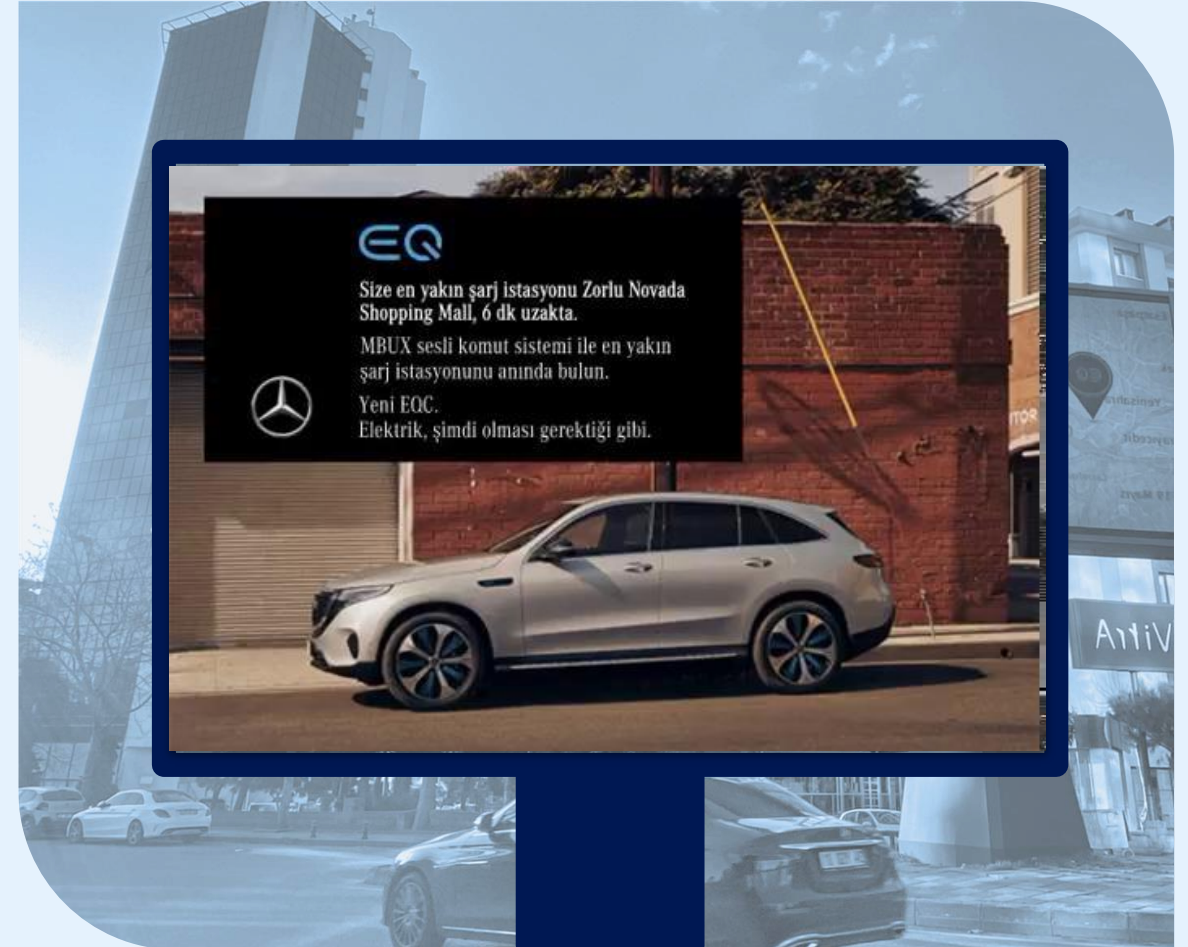
Dynamic creative showing the charging stations in proximity of the screen's location.



# Creative in Action for Mercedes EQ Campaign

## Strategy:

- We ran decisioning on whether or not to show a creative related to the traffic based on live traffic data.
- If there was low traffic, there would be a rotation between two different ad creatives.
- Messages such as “the nearest charging station is only 6 minutes away” emphasized the ubiquity of charging stations in the area.



# Creative in Action for Mercedes EQ Campaign





# DOOH Smart Ad Examples



Event-based



Live weather data  
interactive



Interactive



Proximity to screen  
interactive



# Appendix: Additional Resources

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# Hövding Increases Sales by 30% With Verve Group

Target: Berlin, Germany  
Duration: 1 month  
Devices: DOOH

*“At Hövding, we are always looking to test new, innovative advertising campaigns in a variety of formats. Platform161 and the other partners involved in this programmatic DOOH campaign were instrumental in making it a success.”*

- Anna Katarina Skogh  
Hövding Director Marketing & Communications

## Objective:

Hövding was looking to promote its protective neck airbag for cyclist to drive uplift in website visits and sales, while simultaneously encourage a safer cycling environment for Berlin cyclists.

## Solution:

Using Verve Group’s quality inventory, in collaboration with Platform161, UZE mobility, HYGH, Walled, and Awarion, a collaborative DOOH campaign was run. Over 1.55M playouts were purchased on 140 DOOH displays to target cyclists in Berlin's central area within a 1km radius of stores selling Hövding's products, utilizing geotargeting capabilities of Platform161 and UZE Mobility.

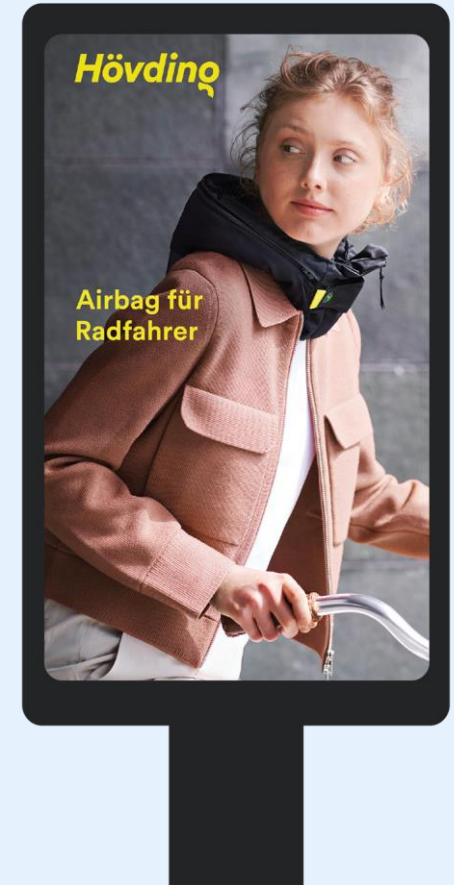
## Results:

**+30%**  
Sales increase\*

**1.5M+**  
Impressions

**+38%**  
Increase in German website visitors\*

\*in comparison to previous year





# How Toyota Used Programmatic OOH To Boost Hybrid Car Sales

Target: Istanbul, Turkey  
Devices: DOOH

*“With this technology, we were able to find a link with the current situation, what people [were] talking about and our message. If you’re able to do it with the right data, it’s even more attractive.”*

- Murat Guney,  
Marketing Communications  
Manager, Toyota Turkey

## Objective:

Raise awareness for Toyota’s hybrid vehicles in Turkey, a market that had been slower than others to adopt the new technology by using programmatic targeting capabilities to customize creatives, reach intended audience, and maximize media spend.

## Solution:

Through Universal McCann, Toyota Turkey teamed up with local DOOH SSP Awarion and Platform161, now part of Verve Group, for dynamic, targeted, and relevant campaign messaging, run on roadside digital billboards in Istanbul. Real-time data feeds around traffic patterns, fuel consumption, noise levels, and currency exchange rates triggered dynamic creatives such as traffic maps, highlighting the unique economic and ecological features of Toyota’s hybrid engine.



## Results:

**+44%**

Y-o-Y increase in hybrid motor sales, making Toyota the highest selling car in the country.

**25%**

of future ad spend was committed to programmatic DOOH as a result of this campaign.

**13%**

of the slots were bought during unexpected high traffic times, which would have been impossible to activate without using programmatic.



# THANK YOU

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We empower the growth of the open internet by bringing marketers and publishers closer together across the omnichannel customer journey.





# WEATHER TARGETING

A CASE STUDY FOR DULUX

# IN THE VIRTUAL ROOM



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**Brad Palmer**  
National Programmatic  
Director

---

**JCDecaux**



---

**April Nicholas**  
Trading Manager







JCDecaux

## SELL-SIDE

Consistent delivery of share of loop  
Media owner control



## BUY-SIDE

Flexible delivery, time targeting  
Buyer control



## THE BRIEF

# OUR TASK

To inspire homeowners to see, think and feel the emotional payoff when they take on an exterior project with Dulux Weathershield.





# CREATIVE VARIATIONS

Large Format

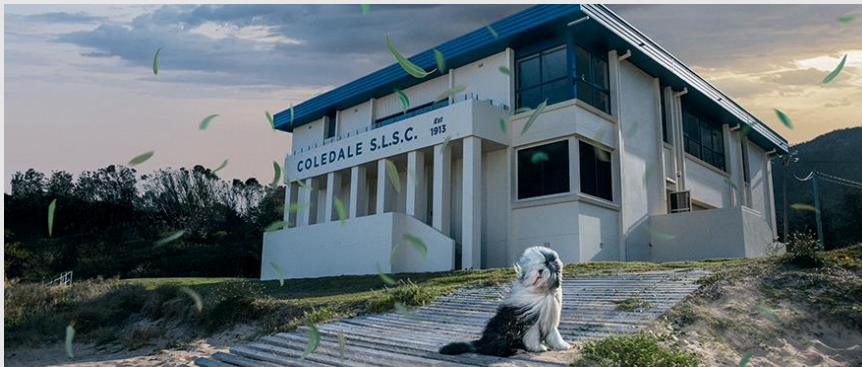


Take on  
any weather.

Dulux Weathershield®  
with MaxiFlex™ technology



\*Dulux, Worth doing, worth Dulux and Weathershield are registered trademarks of DuluxGroup (Australia) Pty Ltd



Take on  
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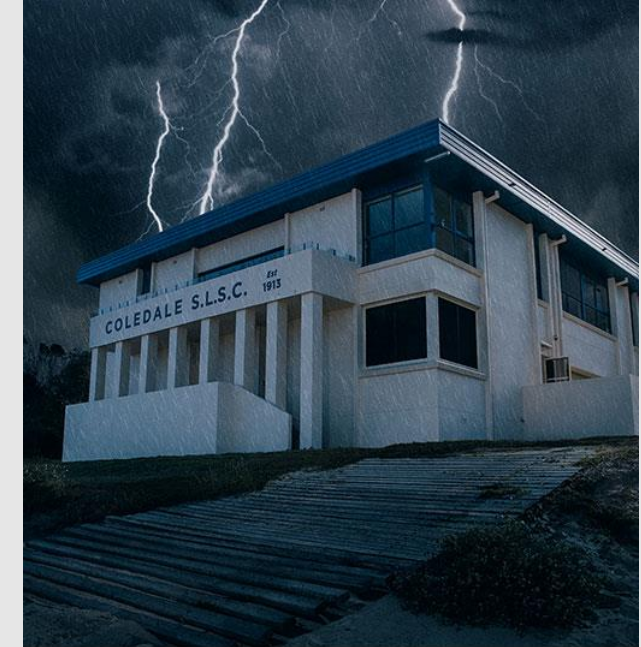
\*Dulux, Worth doing, worth Dulux and Weathershield are registered trademarks of DuluxGroup (Australia) Pty Ltd



Take on  
any weather.

Dulux Weathershield® with MaxiFlex™  
technology offers long-life protection  
from all weather conditions.

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Take on  
any weather.

Dulux Weathershield®  
with MaxiFlex™ technology

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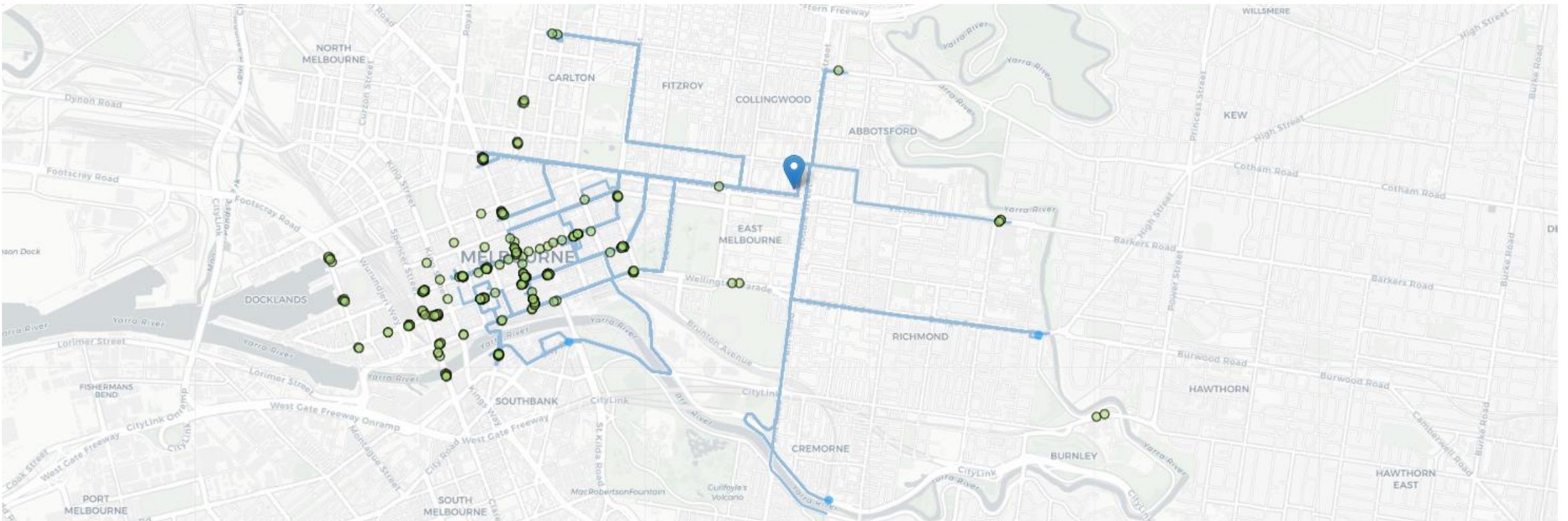


# CREATIVE **VARIATIONS**

Street Furniture

# Proximity planning

- Inbound to Bunnings
- Assets within 3km





# 164

LARGE FORMAT AND  
STREET FURNITURE  
DIGITAL SCREENS,  
NATIONWIDE

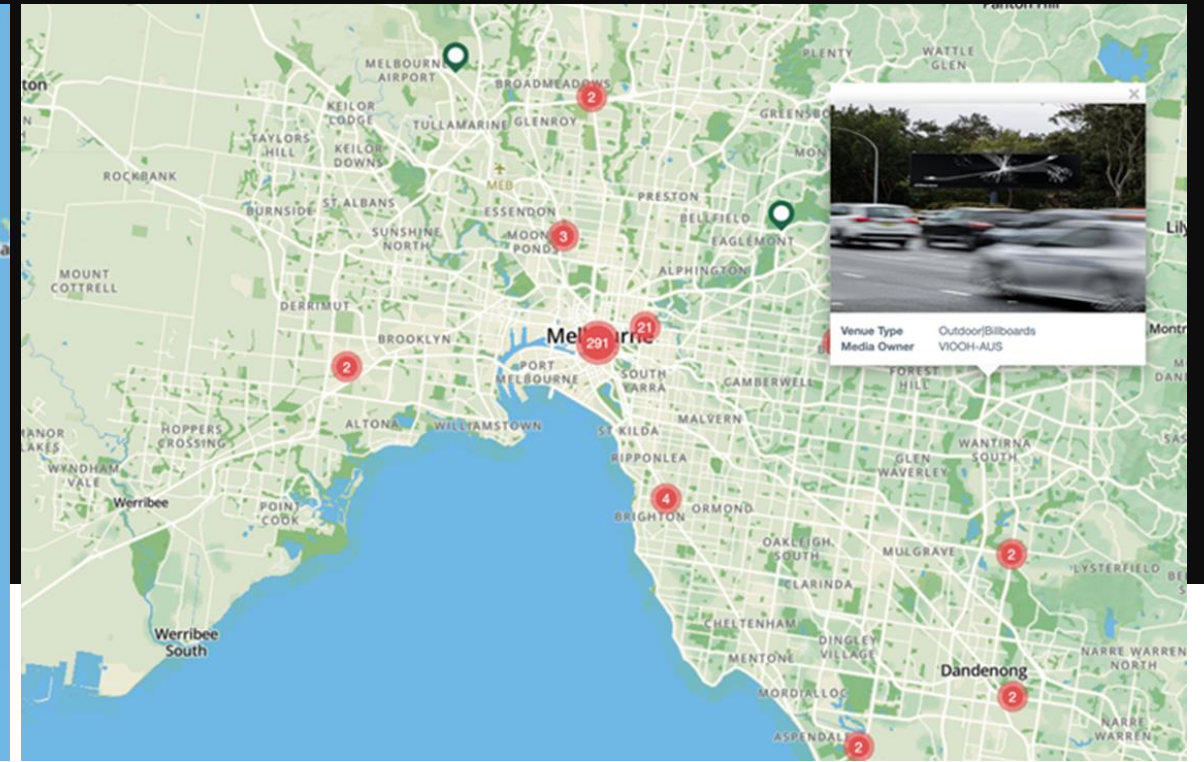


**JCDecaux** PROGRAMMATIC

18 January – 31 March  
2021







## POSTCODE-LEVEL WEATHER DATA

Sun, wind and storm triggers  
6am-9pm targeting  
Refreshed every 15 mins

# CAMPAIGN DELIVERY

10 M+  
TOTAL SERVED  
IMPRESSIONS

4 M+  
JCDECAUX  
CAMPAIGN

 68%

 24%

 8%

CREATIVE  
ROTATION



# DULUX CASE STUDY



# Q&A

IN THE KNOW

ON PROGRAMMATIC DOOH



# PROGRAMMATIC DOOH

## STATE OF THE NATION SURVEY

TAKE THE PROGRAMMATIC DOOH SURVEY TO SUPPORT AND INFORM THE INDUSTRY

