

# 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.

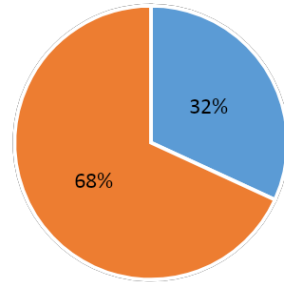
# The Background



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

Body Skincare - Pharmacy

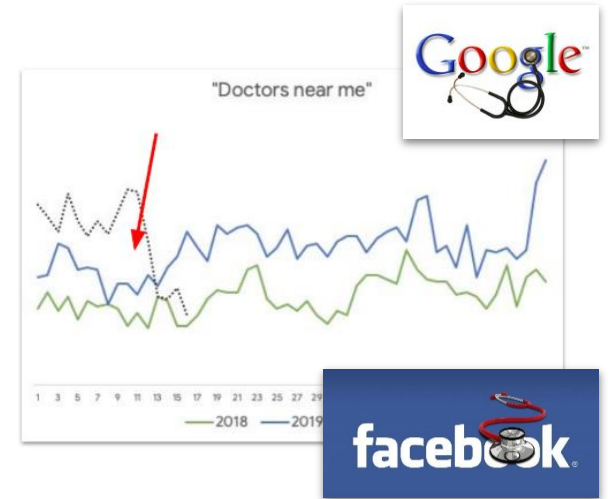
■ Total Body Cleanser ■ Total Body Moisturiser



**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



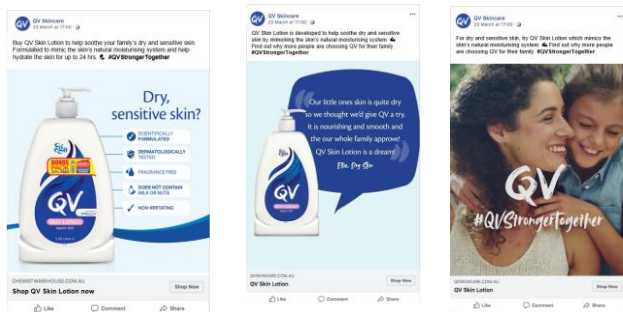
## Online Video



## Cashback Promotion



## Social Media & Digital Media



## In store POS



# An audience first approach

Together we can bring out their best

**Target:** Health conscious mums

**Task:** Grow consideration of the QV Body range, by demonstrating that QV is the healthiest choice for my kids skin as they grow

## Role of Communications

Awareness

Consideration / Education

## Media Channels

DOOH

AUDIO

NATIVE

DISPLAY

OLV

YOUTUBE

Managed by  
Verizon  
Media's unified  
platform  
aligned to the  
consumer  
journey



Reach  
Drivers

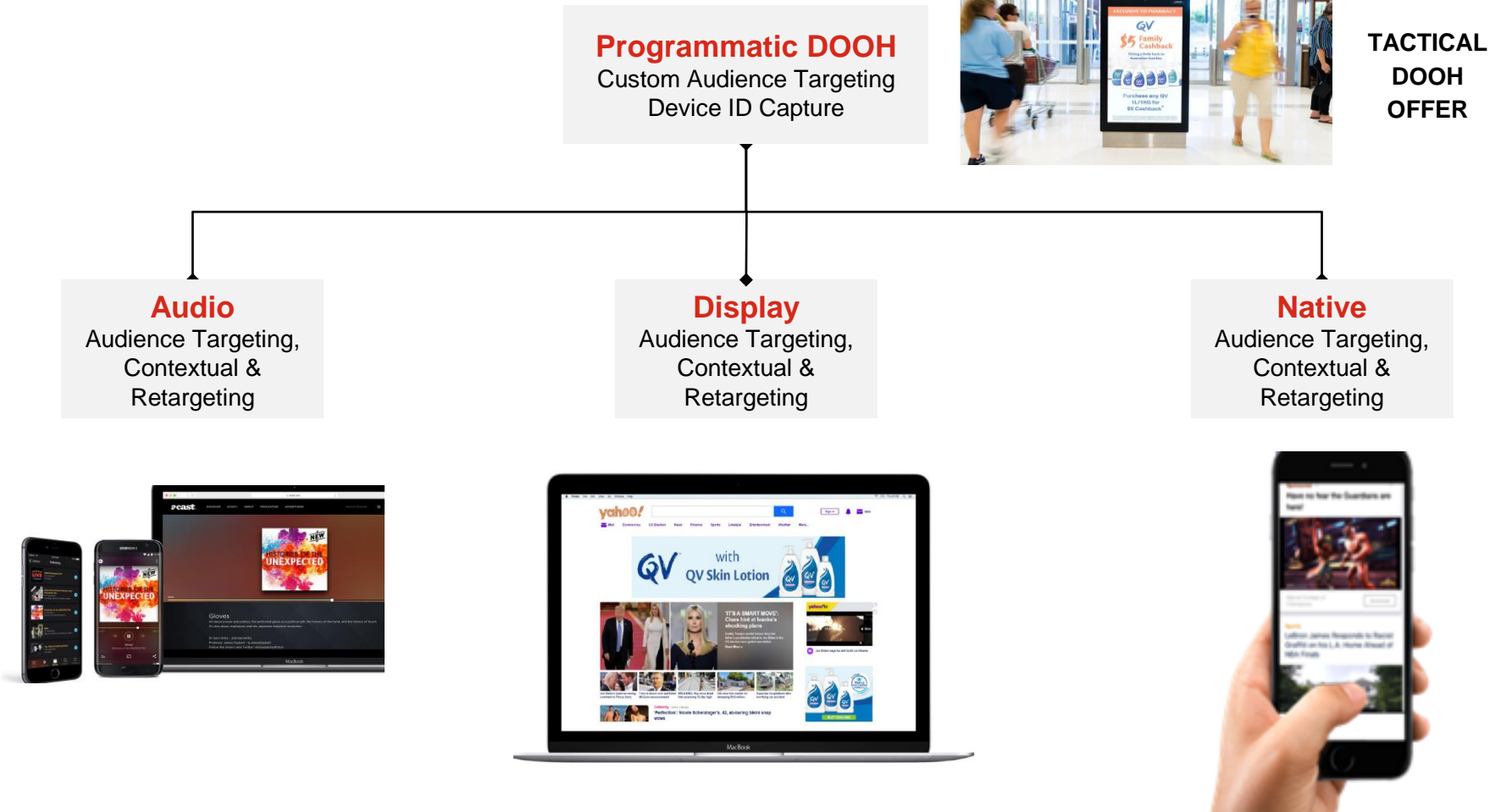
1st Party Data

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**



**4 million**

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.



---

# 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.