



pDOOH ENHANCES VOLVO MEDIA MIX

CAMPAIGN OBJECTIVES

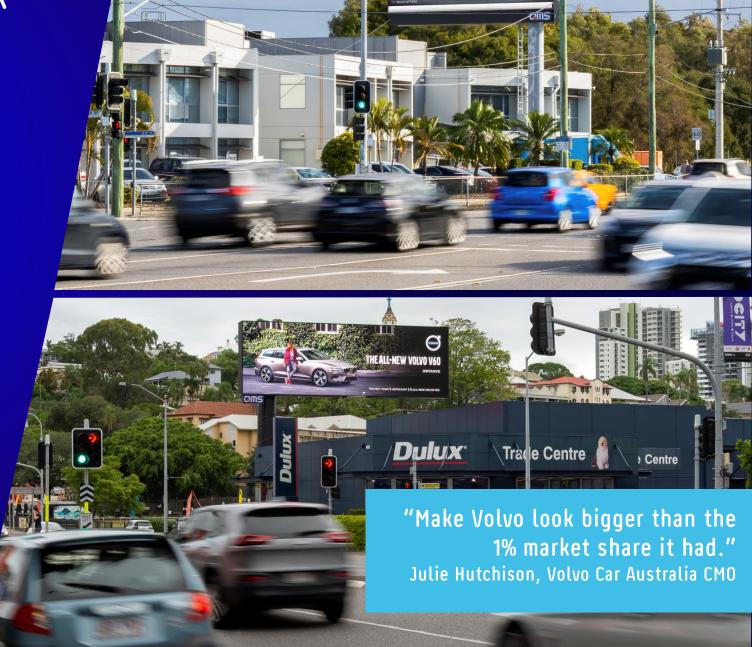
 Volvo's Omtanke campaign was created to move away from pricing to focus on broadening awareness, building brand consideration & driving intent to buy.

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 ENHANCMENT 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%









Awareness

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

Consideration

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

Purchase

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



Hivestack Volvo Dealer Campaign

Presented by: Matt Bushby

Managing Director ANZ & SEA



Campaign Objectives



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.



