

PEPSI MAX | RETARGETING FANS WITH PROGRAMMATIC DOOH



CHALLENGE

Creating a multi-channel campaign to reach participants of the Pepsi Taste Challenge when they are later shopping

AUDIENCE

Participants in the Pepsi Taste Challenge in The Netherlands

SOLUTION

Using a mobile app and beacon technology, Omnicom and Platform161 created a hyper-targeted programmatic DOOH campaign that triggered instantly in select malls when a Taste Test participant entered the mall. The moment the ad was triggered the entire mall network displayed the Pepsi MAX ad takeover

PARTNERS

Omnicom, Pepsi, Platform161, Exterion Media, Broadsign

Highlights

- Beacon integration
- Mobile app integration
- Programmatic campaign
- Takeover campaign with Screen Synchronization