

Case Study

How Pepsi Max Used Programmatic Out of Home To Retarget Fans



The Background

Pepsi MAX was seeking a marketing campaign that would truly set them apart from their main rival. In a two-step campaign, Pepsi MAX started by setting up stations across the Netherlands where people were encouraged to take a blind taste test comparing two beverages. This classic and immersive campaign was a hit and great for brand awareness. Yet Pepsi MAX wanted to extend their reach and push their creativity a step further.

However, rather than booking every mall screen at all times, Pepsi used Platform 161, for a hyper-targeted programmatic digital out of home approach. When people participated in the taste challenge, a unique ID was logged from several apps using Resono's beacon technology. The digital out of home campaign was then triggered instantly when one of these taste testers walked into the mall.

As this took place programmatically, the client only paid for the most relevant ad placements, making it a highly targeted and extremely efficient media buy. The moment the ad was triggered, the entire mall network displayed a Pepsi MAX ad for an impactful takeover view.

The Solution

Using their innovation budget and working with international marketing agency Omnicom, Pepsi devised a plan to retarget taste testers using digital out of home. The campaign ran on Exterior Media screens in six malls in Amsterdam, Utrecht, the Hague and Rotterdam. These locations were specifically selected because they included supermarkets, increasing the ad relevance, and therefore likelihood of triggering a purchase.



The Results

The result was a highly effective campaign that caught viewers' attention: **16%** of the **4500** of those who participated in the taste test were successfully retargeted afterwards on a DOOH screen – an extremely positive result.

“With programmatic digital out of home, we were able to be extremely relevant to our audience without having to spend huge amounts. We're definitely going to continue to innovate with this type of campaign going forward.”

– Michiel Otten,
brand manager beverages,
PepsiCo.

“The flexibility provided by buying digital out of home programmatically enabled us to look at retargeting in a whole new way. The screens were a fresh and creative addition to Pepsi MAX's campaign.”

– Danique Steur,
senior programmatic specialist,
Omnicom.

While mass awareness digital out of home campaigns are still an important part of a brand's marketing strategy, data-driven programmatic campaigns are becoming more frequent, as buyers look to find more efficient and creative ways to grow brand awareness.

