

Case Study

Red Bull pilots unprecedented tune-ins to its Flugtag with programmatic DOOH



The Background

Red Bull was flying its fourth Flugtag in Istanbul, Turkey on August 4th. It needed a way to promote this unique event across the city in a spectacular fashion, that would really get people watching.

The Solution

Using tactical buys on programmatically available digital out of home (DOOH) screens, Red Bull gave sneak previews of the live broadcast, following up five second livestreams with a memorable shortlink for people to continue watching the event online. The dynamic creative was built in HTML5, and bought programmatically via Platform 161's demand-side platform (DSP). The ads were then served on seven different Awarion SSP-connected DOOH screens, belonging to three different media owners. Red Bull was able to monitor tune-ins to its livestream via a unique, easy to remember "win.gs" shortlink (a brand personalisation of the bit.ly service) used in the creative.



The Results

“We were able to monitor people tuning into watch as a result of seeing digital outdoor ads in real-time” said Alp Ayhan, Founder and CEO of Awarion. He continued: “Our client wanted to generate buzz around the Flugtag and drive live online viewing of the event. Programmatic outdoor was our way to buy at spot level and verify activity using Platform 161.”

The results were spectacular. The media investment and around 1000 tune-ins yielded a CPA that was similar to online, direct response channels.



“With a media budget focused around a few hours and screens, plus a creative that teased the audience with a live broadcast of the competition, we showed that for advertising surrounding events, using technology is the way to fly.”

Advertiser:	Red Bull Turkey
Media agency:	Wavemaker
Creative agency:	Dwarf Planet
Technology providers:	Platform 161, Awarion