



Otrinataura and Publicis Embark On Cross-Channel Campaign To Increase Brand Awareness

OBJECTIVE

- Otrinataura, represented by Publicis, wanted to increase their brand awareness using a cross-channel approach of DOOH and mobile.

RESULTS

500K+
impressions

STRATEGY

- Played on consumer needs using Platform161's algorithm to determine the right weather-based DOOH creative, using real-time weather conditions.
- DOOH creatives informed consumers about upcoming weather changes, such as a sharp drop in temperature, and used appropriate creatives to encourage sales.
- Ran ads on DOOH screens situated near pharmacies at six key shopping malls across Ankara and Istanbul, Turkey, where a high percentage of pharmacy visitors are found.
- Retargeted DOOH-exposed target audience using mobile push notifications via audience data.