



## Otrinatura and publicis embark on a cross-channel campaign to increase brand awareness

Verve's powerful targeting capabilities deliver engaging DOOH creatives using real-time weather conditions.

CATEGORY: Advertiser

SOLUTION: Verve DSP

REGION: EMEA

**500K+**  
impressions



**verve**

### Opportunity

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

### Strategy

Using Verve DSP's (formerly known as Platform161) algorithm, Otrinatura anticipated customers' needs by serving weather-based DOOH creatives using real-time weather conditions. The DOOH creatives informed consumers about upcoming weather changes, such as a sharp drop in temperature, and used the appropriate creatives to encourage sales.

Ads were run on DOOH screens situated near high-traffic pharmacies at six key shopping malls across Ankara and Istanbul. DOOH-exposed audiences were retargeted via push notifications on mobile using audience data.