



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

Target: Ankara and Istanbul, Turkey

Channel: DOOH

Duration: December 2019



500K+

Impressions

Objective:

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

Solution:

- Played on consumer needs using Verve DSP's (formerly known as Platform161) 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.
- Ads were run on DOOH screens situated near pharmacies at six key shopping malls across Ankara and Istanbul with a high percentage of pharmacy visitors.
- DOOH-exposed audiences were retargeted via push notifications on mobile using audience data.

