



CLIENT	VILSA
AGENCIES	Peak Value and MINT Square
OBJECTIVE	Increase brand awareness and engagement
AUDIENCE	Football fans and VILSA customers
CHANNEL	Digital out-of-home

# VILSA scores a big win with digital out-of-home, boosting brand awareness and engagement

With competition for consumers' attention at an all-time high, advertisers need advanced technologies that can deliver real results, so VILSA was keen to test our DOOH Audience Reach Percentage function.

## RESULTS

**60%**

uplift in target audience reach

**40**

submitted application videos



## THE CHALLENGE

**Reaching the most relevant audience with data-driven precision**

Digital out-of-home (DOOH) is gaining attention from advertisers and digital agencies. Why? Because advertisers can benefit from the opportunity to use data-driven decisioning to reach the right audience, boost brand recall, and influence purchase decisions. Combined with the quick impact and high visibility of ads DOOH can offer, German drinks company VILSA-BRUNNEN chose to use our DOOH product for its latest campaign.

VILSA's game plan was simple: maximise brand awareness and engagement within its target audience. To achieve its goal, it launched a competition that gave local football clubs the chance to play in the VfL Wolfsburg's prestigious Volkswagen Arena.

## THE SOLUTION

**Leveraging a tool built for optimal targeted reach**

Working with its agency, Peak Value, and our partner, MINT Square, VILSA put DOOH to the test. For the first half of the campaign, it leaned on our Audience Reach Percentage (ARP) feature to identify and reach its desired audience, made up of football fans and grassroots players. The DOOH creatives invited the audience to enter the competition by submitting a video with their football team.

In the second half of the campaign, the team used their learnings to address VILSA customers directly, encouraging them to vote for their favourite team – using their receipt from buying a bottle of VILSA water – which would make 'the game of their lives' possible.

## THE RESULTS

**Using intelligent technology to deliver 90% of impressions to desired audience**

Our platform continually scored the relevance of every digital out-of-home screen in relation to VILSA's audience requirements. Thanks to ARP, VILSA was able to make informed decisions for DOOH inventory and further fine-tune their campaign strategy around their key performance indicators (KPIs).

By using the relevance of DOOH screens, ARP enabled VILSA to calibrate their DOOH audiences and reach those users with their brand. This level of precision and insight would have likely remained unattainable without the pivotal ARP feature, cementing the client's commitment to using it as a critical aspect of this campaign.

The campaign generated an uplift of 4.6 million audience impressions. In fact, 90% of impressions were delivered to the desired target audience, reducing scattering losses across the brand's digital out-of-home campaign.

**IF YOU WANT TO SIGNIFICANTLY EXTEND YOUR REACH WITH MULTICHANNEL, GET IN TOUCH: [CONTACT@THETRADEDESK.COM](mailto:CONTACT@THETRADEDESK.COM).**

**What is Audience Reach Percentage and how does it work?**

**Audience Reach Percentage (ARP)** is a tool built to optimise targeted reach. It enables advertisers to strategically allocate media budgets towards the most relevant DOOH screens within a specific radius – according to their desired audience.

ARP works by aggregating mobile device data collected within proximity to specific DOOH screens, which is then mapped to audience segments within our platform. Advertisers can then determine budget allocation according to a meticulously calculated score for each screen, evaluated on an hourly basis, ensuring optimal alignment with a brand's target audience.

**[INTERESTED IN LEARNING MORE ABOUT ARP?](#)**  
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