



Placemakers, dentsu & Hivestack: teaming up to paint a strong programmatic digital out of home (DOOH) campaign with Dynamic Creative Optimisation (DCO).

Iconic Kiwi paint brand, Levene, delivers dynamic billboard ads thanks to real-time weather forecasts, in towns and cities around New Zealand.

Region

New Zealand

Industry

Building & Construction,
Retail

Brand



Client

dentsu



Objective

PlaceMakers aimed to increase awareness and purchase intent of their products by running a fully automated, geo-targeted dynamic creative campaign. With the intent to leverage data to drive highly targeted and contextually relevant creative, Hivestack, in partnership with dentsu, enabled PlaceMakers to connect with the target audiences by delivering the relevant ads in real-time using their proprietary technology, including dentsu's dynamic creative platform D4 and the Hivestack Demand Side Platform (DSP).



Solutions

The campaign was activated in New Zealand at 30 prime locations across Go Media's large format digital billboard network.

- Using the Hivestack DSP and dentsu's proprietary platform D4, the campaign was able to geofence PlaceMakers stores, when there was a high propensity of their target audiences around specific DOOH screens and deliver thousands of relevant creative variations on the fly based on weather forecast and relevant product feeds.
- For example, on a Wednesday morning, commuters in Christchurch could see different creative than those located in Wairau on Auckland's North Shore. The same billboard could also look completely different hours later, depending on the weather change throughout the day.
- PlaceMakers was also able to activate Go Media's premium digital billboard network programmatically, in a cost efficient manner via the Hivestack SSP.



Results

The success of the initial campaign resulted in Placemakers' decision to extend the flight of the campaign from a 4 week period to running the campaign all year round. Additional results include:

- Over 400,000 impressions delivered within the first 4 weeks of the campaign window
- Easily set-up dynamic creative using VAST via the Hivestack DSP resulting in 13 different aspect ratios
- The campaign programmatically delivered thousands of different creative versions displaying different products (according to the weather conditions and forecast) across large outdoor digital billboards throughout the country

This campaign now provides precedence for DCO to be considered as an accessible strategy in OOH with a seamless execution and cost effectiveness when choosing the right partners.

« Testimonials »



"Contextually relevant and highly targeted messaging has long been proven to be more effective, both in terms of ad-recall as well as commercial campaign outcomes, but the challenge has always been to deliver this in a cost efficient way in the DOOH channel. Until now! Combining dentsu's D4 product and the Hivestack DSP, we automated the entire process from buying to rendering the right creative at the right time and location."

- Bram Stevens, Group Director Data & Technology, dentsu

"It's awesome to see NZ advertisers like Placemakers embracing the new wave of insights and creative solution options that programmatic has brought to the DOOH space. In this specific case for Placemakers, the team at dentsu produced a highly technical and creative campaign which championed true dynamic functionality across the pillars of audience targeting, efficiency and contextual relevance. This is a real needle-mover from the dentsu & Hivestack team and we here at Go Media are proud to be partnered with such creative thinkers and doers."

- Parris Downey, Head of Digital, Go Media

