



Jägermeister enlisted end-to-end programmatic digital out-of-home leader, Vistar Media, to activate a robust DOOH campaign with data-driven targeting and measurement across nine major US states.



Objective

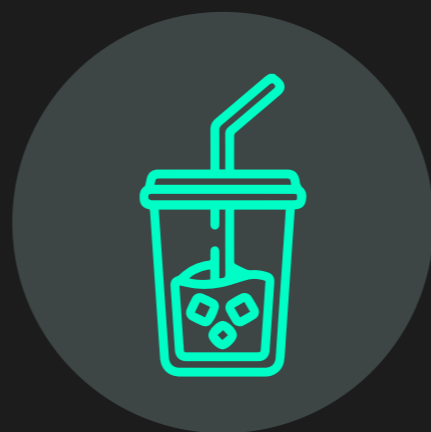
Jägermeister, with agency ENGINE, sought to increase awareness, consideration and purchase intent for the Jägermeister brand and Jägermeister Cold Brew Coffee. The goal was to get in front of the right audiences and drive reach and positive disruption in the marketplace for this unique product.

Our Strategy

ENGINE and Jägermeister utilized Vistar's geospatial technology to create and activate three distinct data-driven audience segments.



IRI Household Data for Previous Spirits & Coffee Purchasers



Vistar Behavioral 'Cold Brew Enthusiast' Audience



Foursquare Adult (21-34) Demographic Targeting



Tactics

- ✓ DISCUS & LDA Compliance
- ✓ Layered Audience Strategies
- ✓ Variety of DOOH Venues
- ✓ Digital Static & Video Creatives
- ✓ Exposure-Based Mobile Retargeting
- ✓ Brand Study Measurement

DOOH is a flexible and dynamic medium that not only allows us to intercept highly specific audiences throughout their daily lives, but it also allows us to create thoughtful, strategic activations. Add-ons like mobile retargeting, device ID retargeting in CTV, brand studies and foot-traffic studies take a versatile, easy-to-activate medium and turn it into a real powerhouse and cornerstone of intelligent campaigns.

CHRIS PEDDY, CMO, JÄGERMEISTER

Results

73%

lift in product awareness

66%

lift in product consideration & purchase intent

14%

lift in purchase intent for the Jägermeister brand