

To make noise about its upcoming TV series, The Masked Dancer, FOX and agency Rapport LA tapped Vistar Media to launch a data-driven, programmatic DOOH campaign across billboards, gas stations, urban panels and taxi tops in twelve core DMAs.

Objective

Specifically looking to increase consumer awareness, consideration and tune-in intent for the new spin-off reality competition television show, FOX needed to activate a robust campaign to reach and resonate with its target audience of reality TV-loving consumers.

Our Strategy

FOX utilized Vistar's partnership with the LiveRamp Data Store to target a "TV Viewership Audience" from TiVo, based on consumers who watch reality and game shows as well as competitive networks.



How We Got Here

- ✓ Programmatic DOOH via Vistar's open exchange
- ✓ Robust mix of venue types & media owners
- ✓ Third-party audience targeting using TiVo data
- ✓ First-to-market measurement for moving inventory

Across the Consumer Journey



URBAN PANELS



TAXI TOPS



GAS STATIONS



BILLBOARDS

“

The ease with which we were able to measure the entire DOOH campaign in one place allowed us to really lean into the benefits of DOOH, execute an impactful campaign, and ultimately assess the media's impact on real-world attitudes and behaviors.”

MELISSA CHRISTENSEN, GROUP DIRECTOR AT RAPPORT LA

Results

8%

lift in awareness

12%

lift in consideration

11%

lift in tune-in intent