



Campaign Summary

Puig, a global fashion and beauty leader, aimed to engage its target audience and increase brand recognition via premium DOOH formats.

STRATEGY

Puig, a renowned global fashion and beauty enterprise, sought to enhance brand awareness for their latest fragrance, Paco Rabanne's Fame, primarily among style-conscious Gen Z women while also considering gift givers. Puig's strategic media plan, pinpointed DOOH screens across 10 DMAs within a 0.5 mile radius of fashion and beauty retailers like Macy's, Ulta Beauty, and Sephora, where their fragrance was available for purchase.

TAKEAWAY

By leveraging Lamar's DOOH inventory and programmatic technology, Puig successfully increased brand recognition for Paco Rabanne's Fame fragrance among Gen Z women through DOOH screens.

Performance Highlights

APPROACH

- ✓ Proximity Targeting
- ✓ Audience Targeting
- ✓ Omnichannel Media Strategy

CONSUMER JOURNEY



The DOOH element was seamlessly integrated into a comprehensive omnichannel media strategy, allowing the agency to optimize campaign outcomes for the brand.

6.4% Lift in Brand Awareness

5.3% Lift in Brand Favorability

2.5% Lift in Brand Consideration

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