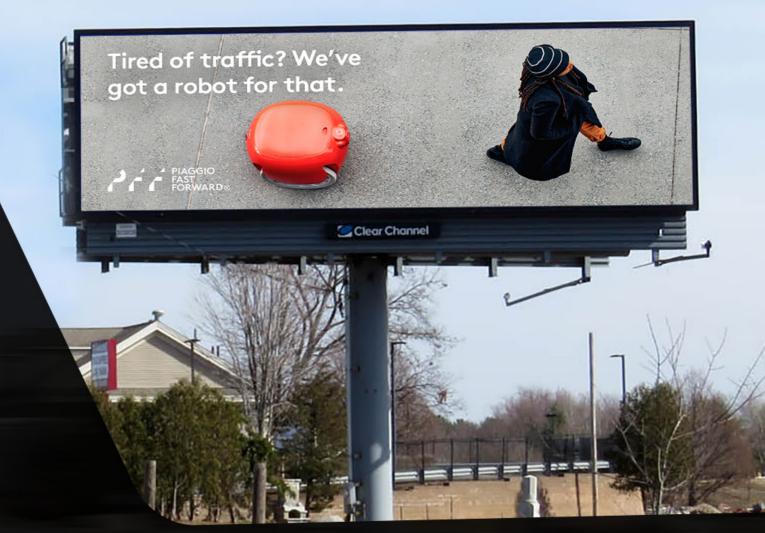
PIAGGIO FAST FORWARD TM

VISTARMEDIA BIGVILLAGE

Campaign Summary

Piaggio Fast Forward was looking to increase awareness, consideration and purchase intent for the gita Robot, a consumer following robot that carries up to 40 pounds in its cargo bin. Piaggio Fast Forward, along with marketing and media services company Big Village, enlisted end-to-end programmatic DOOH leader Vistar Media as a key player in a three-month strategic campaign that acted as a US launch for the brand.





Brand Strategy & Activation

- Leveraged advanced geographical targeting to reach consumers with DOOH in three key affluent markets, using select zip codes across Atlanta, Austin and Seattle
- Utilized Vistar's Device ID passback solution to understand who was exposed to the DOOH campaign and then retarget them across additional media channels
- Re-engaged with consumers who were exposed to digital out-of-home media on their mobile devices via a
 paid mobile campaign through Vistar
- Conducted a brand lift study to evaluate the effectiveness of the DOOH and mobile campaign on consumer attitudes and perception, driven by verified exposure
- Further utilized the exposed device IDs internally for another sequential touchpoint to retarget consumers across connected TV

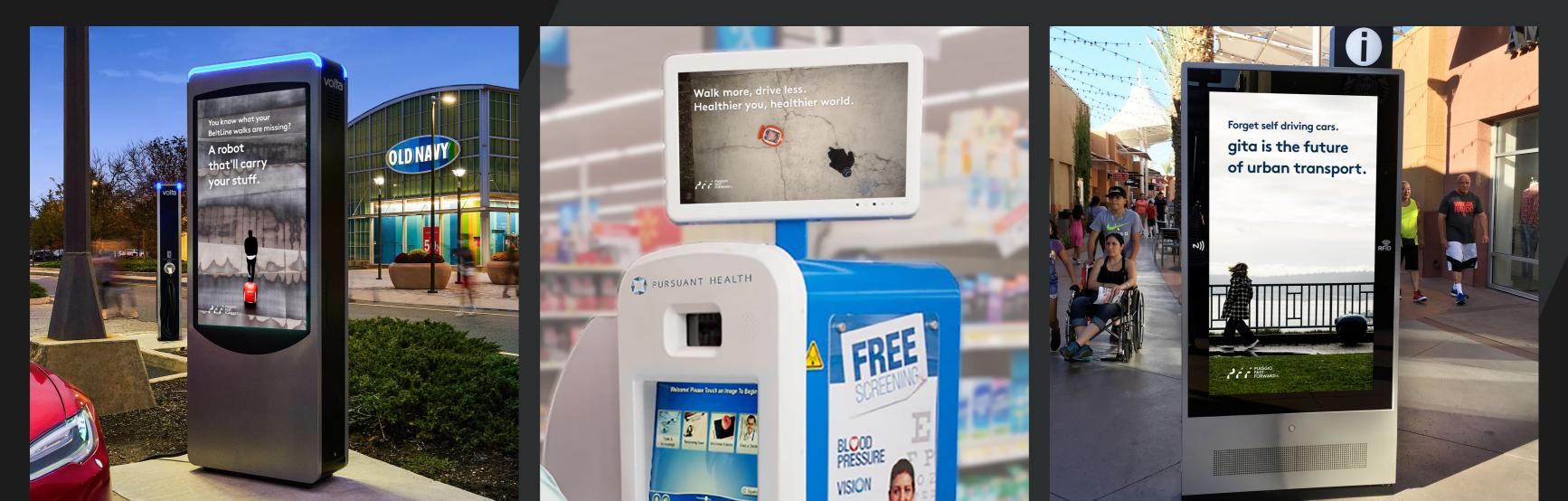
DOOH Media Mix



Programmatically activated through Vistar Media, this campaign ran a combination of static and video creates across a variety of venue types — including grocery stores, pharmacies, malls, salons, transit locations and billboards — to reach the target audience across the entire consumer journey.



This programmatic initiative ran through Vistar's open exchange across the following DOOH media owner networks: Atmosphere, Volta, Clear Channel, Gloss, KeyMe, Simon, Enlighten, OUTFRONT, Trooh and Pursuant Health.



Results

The entire programmatic DOOH campaign drove results for Piaggio Fast Forward across all desired brand metrics, including awareness, consideration and purchase intent.

Lift in Awareness



83%

Lift in Purchase Intent

Visit: www.vistarmedia.com | Contact: info@vistarmedia.com