

## 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.

**259%**

Lift in Awareness

**149%**

Lift in Consideration

**83%**

Lift in Purchase Intent