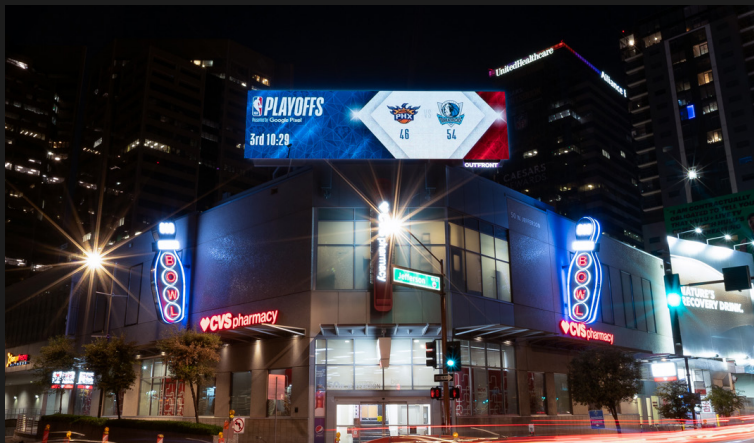


To drum up excitement for the 75th anniversary of the NBA Playoffs, the NBA, alongside agency Rapport, tapped Vistar Media to execute a first-to-market programmatic DOOH campaign using dynamic creative capabilities at scale.



Objective

The NBA wanted to ignite brand love and relevance by creating cultural resonance with rich storytelling that would compel players, fans, celebrities, and influencers to participate in its upcoming playoffs. With the ultimate intent of driving its viewership numbers, the NBA activated a 10-week splashy DOOH campaign to reach consumers with relevant, tailored content at opportune moments throughout their day.



Our Strategy

✓ ADVANCED TARGETING

To drive the most conversation and engagement, the NBA focused its OOH strategy on the specific playoff team markets. We prioritized the geography of where each team was located and layered on key audience attributes to inform placements that over-index for NBA's target audience – Adults A18-54 & Sports Fans (including individuals who watch sports on TV, collect sports memorabilia, read about sports or play basketball).

✓ DYNAMIC CREATIVE

The NBA ran a variety of creative messages that highlighted local matchups, game-time countdowns, real-time live scoring hometown winners, and moderated Tweets, leaning into fan's real-time engagement. The NBA was the first brand to integrate various dynamic messages at scale across the DOOH ecosystem, in a fully automated capacity via Vistar Media's SSP – exemplifying the true power of dynamic creative optimization.



Vistar's extensive supply inventory allowed the NBA to run messages across multiple high-impact and eye-level DOOH formats, including billboards, bus shelters, subways and urban panels.

✓ TIMES SQUARE TAKEOVERS

To further amplify its impact, the NBA incorporated takeovers on key game days leading up to tipoff. When the social team was executing a Twitter takeover, OOH was taking over Times Square digital spectaculars in New York City.

✓ MARKET OPTIMIZATIONS

The flexibility of programmatic DOOH allowed the NBA to readily activate DOOH screens in playoff team markets as they advanced while deactivating markets immediately after a team's elimination – with no manual work required.



This forward-thinking approach to DOOH allowed the NBA to highlight pivotal moments throughout the Playoffs which helped build excitement and create a must-see factor. It was also a chance to connect with our fans in a way that was personalized, real-time and larger-than-life.

JUAN COLON, VP OF MEDIA STRATEGY & PLANNING, NBA



Campaign Results

+7%

LIFT IN AWARENESS

+25%

LIFT IN CONSIDERATION

+25%

LIFT IN TUNE-IN INTENT

The NBA Finals TV viewership was up by 24% compared to the previous year.



2022
MEDIA PLAN
AWARDS

WINNER
OAAA Media
Plan of the Year

**The Drum
Awards
Out of Home**

FINALIST
Best Use of
Programmatic

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