

Customer Success Story

Dulux, a prominent paint brand, enlisted Vistar Media to execute a data-driven digital out-of-home campaign that utilised advanced targeting and measurement.

Objective

Seeking to showcase its paints were durable during different weather conditions, and ultimately drive foot traffic to retail locations across Australia, Dulux activated a national, programmatic DOOH campaign to reach its audience across a variety of venue types.

Our Strategy

To ensure precise targeting at scale, Dulux and Vistar leveraged a weather-triggered and time-targeted campaign to only serve ads when and where consumers were in close proximity to specific retail locations that sold its paints.



How We Got Here:

✓ Weather Triggers

Aiming to highlight its paints can endure all weather conditions, Dulux used IBM Watson's Weather Targeting to deploy specific creative messaging when local conditions indicated sun, wind and storm patterns.

✓ Advanced Targeting

Geofencing a 1.5km radius around Dulux retail locations and others who sell its paints, Vistar's advanced time- and location-based technology deployed sophisticated day-parting capabilities to trigger ads solely during the hours of 6am - 9pm.

✓ Footfall Analysis

To evaluate the success of the campaign, we conducted a footfall study, in partnership with Lifesight, which measured the impact of the DOOH campaign on consumer visitation to key store locations.

Across the Consumer Journey



BILLBOARDS



URBAN PANELS



PETROL STATIONS

Key Insights

- About 21% of total paint store visitors had been exposed to the Dulux Paint campaign.
- On average, consumers travelled less than 10km to visit a Dulux paint store, validating the POI targeting around retailers as an effective strategy.
- The majority of consumers stayed for more than 30 minutes during their visit to Dulux stores.

Results

10M+

Impressions Served

130%

Lift in Store Visits