

## Programmatic DOOH: Brand awareness campaign

- Increase overall favourability of banks in Wisconsin and awareness of the vital roles banks play in local communities
- Increasing awareness in the local Wisconsin communities

Wisconsin Bankers Association (WBA), the state's largest financial industry trade association, is an educational resource and service provider, advocating on behalf of its Wisconsin bank members.

Programmatic DOOH was deployed across the Wisconsin state in key bustling locations near WBA member banks, across roadside premium DOOH inventory.



### Target audience

- Communities in local areas to their member banks



### Campaign specification

- Premium DOOH Digital Billboards, mostly roadside, across Wisconsin state, US
- 73 Digital Billboards in key bustling locations including Milwaukee, Green Bay, and Madison
- Day parting to display ads between 06:00 to 18:59 daily, to engage with a larger, represented audience, particularly at peak times of day.

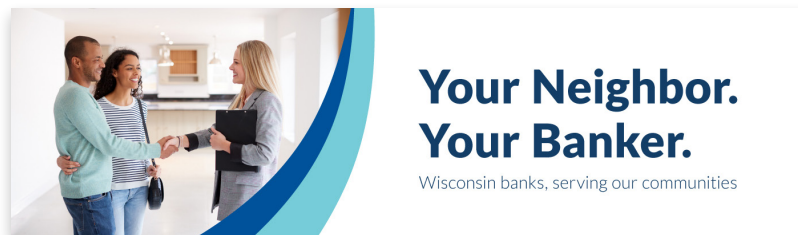


# Programmatic DOOH via one easy to use platform

WBA selected The Neuron's self-service platform for DOOH as it enabled them to reach a wider array of premium digital billboards across the state in a cost-effective manner

## Campaign highlights

- Premium inventory selection
- Dynamic creative use including two creative images
- Day parting
- Intuitive & swift campaign set-up
- Cost-effective



## Results

**73** Screens in Milwaukee, Green Bay and Madison

- Raised brand awareness of the WBA's vital role in the community, serving individuals, families and businesses
- Increased brand reach
- Increased the positive perception value of WBA member banks



*“I would highly recommend The Neuron. We found the platform very easy to use and whenever we did have a question, it was answered promptly by The Neuron’s support team.”*

**Matt Walker, Owner and Managing  
Director at Rally Together**



## Contact

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