

## Programmatic DOOH: Brand awareness campaign

- Raise Awareness for Vegro in a nationwide campaign using the combined power of radio and pDOOH.

Vegro, a provider of medical devices and supplies catering the Dutch community, launched a campaign using both radio and pDOOH simultaneously in collaboration with Masters of Digital and The Neuron. The awareness campaign attained high exposure to its radio spots using digital screens in select areas.

- When combined, radio and DOOH is a huge influential media pairing, combining visual and sound that result in higher brand recognition and campaigns that see a 12% increase in ROI.
- Radio with outdoor is 37% more effective than just radio alone and 23% more effective than just outdoor alone.
- This incredible combination is an effective way to connect with audiences using multi-dimensional channels.





- Given the targeting capabilities of pDOOH using The Neuron, radio stations can simultaneously promote radio spots on selected screens in specific geographical areas.



- The Neuron's use of time trigger ensures synchronization between radio spots and screens, hence guarantees the highest possible exposure per spot, both visually and auditory.



### Location

- Roadside and highway digital screens were used to pair with the planned radio campaign. The awareness campaign combined sound & visual branding for a higher effectiveness.



### Duration

- Two weeks.



### Target Audience

- Everyone in need of medical care products.

## Campaign Highlights

A radio schedule, sent daily via API data and CSV, was used to determine the exact radio spot time. Campaign ran all day paired with the radio campaign in bursts of 4-minutes around every spot; 2-minutes before and 2-minutes after each spot.

Every playout on the screen during the 4-minutes window was bought through short bursts to ensure guaranteed, maximum visibility. This increased the chances of seeing and hearing the advertisement simultaneously.



“

*“We have been given the opportunity to increase our brand awareness through a unique synchronization of the radio spot and pDOOH. A very nice collaboration with a great end result.”*

*Roos Uphoff, All-round Marketeer, Vegro*

”

Get In Touch With Us!

[hello@theneuron.com](mailto:hello@theneuron.com)

+1 (323) 524-2158

[www.theneuron.com](http://www.theneuron.com)