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research

Lucozade

EssenceMediacom Drives 42% Uplift in Target Audience Reach for Lucozade Sport with pDOOH



Winner – Best Use of Traditional and Programmatic DOOH



Challenges

In April 2023, the Lucozade Sport brand expanded its range with the launch of the Lucozade Sport Zero brand to tap into the growing demand for low and no sugar sports drinks. Leading integrated media agency EssenceMediacom was tasked with creating an advertising campaign to position Lucozade Sport Zero as the top choice for consumers seeking great tasting, low calorie hydration.

Lucozade Sport worked with Oxford University experimental psychologist Professor Spence to create hydration guidelines that were showcased in the campaign for the first time. The findings showed that people drink 80% more liquid when exposed to sensory cues that encouraged visual thirst and highlighted the need for more cues during daily life to remind people to hydrate, particularly in exercise settings.

Due to the widespread appeal of the product the target audience for the campaign was huge. This meant EssenceMediacom needed to leverage broadcast channels as efficiently as possible.



Solution

Traditional out-of-home was planned in two-week bursts and 20% of the budget was reserved for programmatic DOOH (pDOOH). The programmatic element of the campaign ran when there was no traditional OOH activity. This approach facilitated a precision targeted, highly relevant, always-on element to the advertising campaign that would not have been possible if the budget was only invested in traditional OOH.

Leveraging mobile data segments
EssenceMediacom were able to precisely target the active adult audience, yoga advocates, running and workout app users, as well as people who visited sports centers and gyms. This data-driven approach ensured that the ads ran at the most relevant times across the best performing inventory.



Results

42%

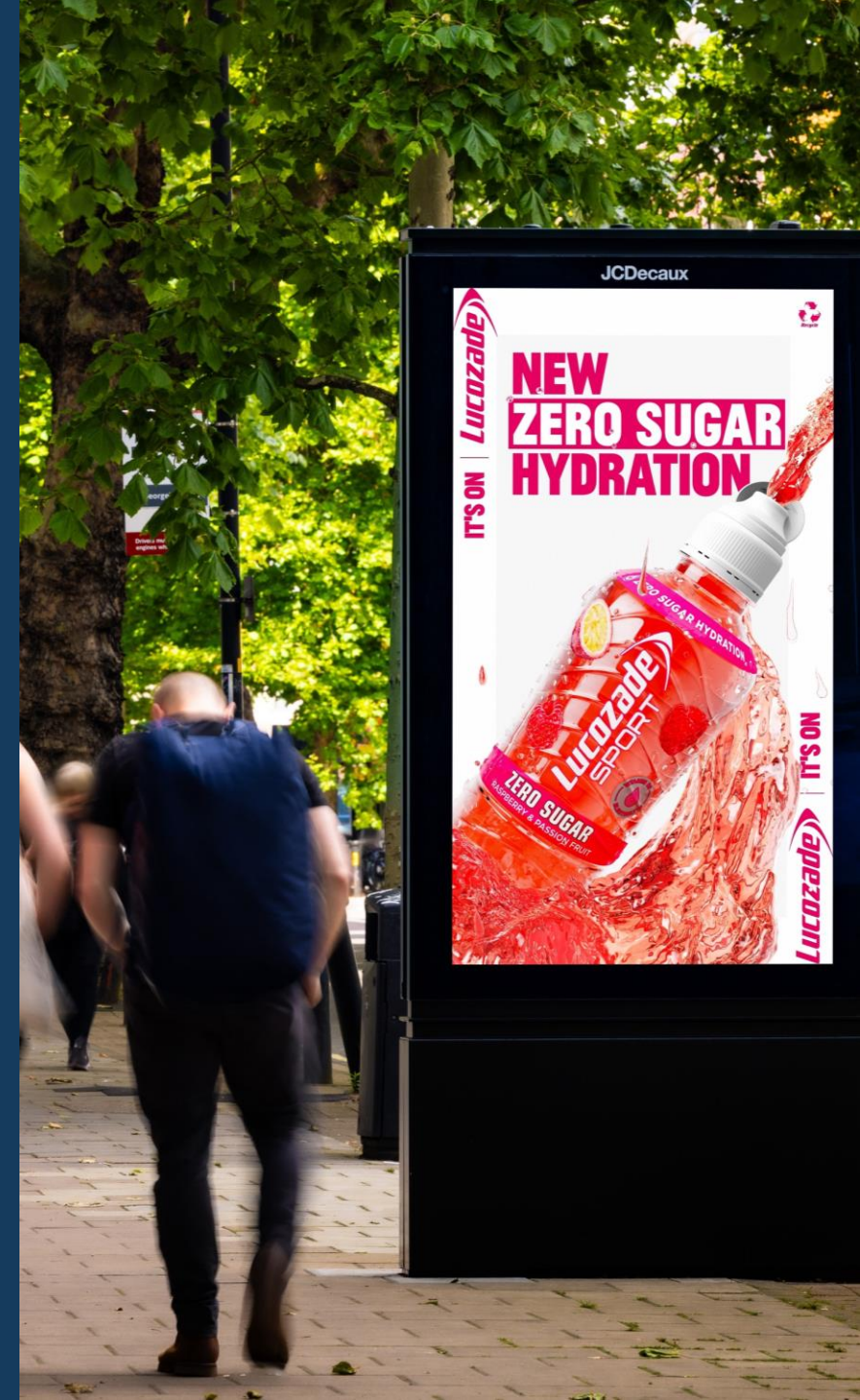
uplift in target audience reach when compared to the OOH average

75%

18–45-year-old sports enthusiasts took some form of action e.g. purchase, search, or recommendation

6%

increase in purchase intent and notable levels of awareness and preference



“This programmatic approach not only plugged the gaps between traditional OOH activity it enhanced budget efficiency and amplified the scientifically developed hydration message when the audience was in the right mindset”.

Alan Meech, Senior Associate Director, EssenceMediacom