

JCDecaux



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MARS

Programmatic DOOH and Online Video Deliver 3.4% Sales Uplift for MARS



Winner – Best Use of pDOOH and Online Video



Challenges

Increase brand awareness, consideration, and purchase of Maltesers Easter Bunnies

March - April is an incredibly competitive season for confectionary brands.

To achieve maximum cut-through and consideration in the minds of consumers on the lookout for a delicious treat, MARS came to Blis. They were specifically interested to understand how geo-location based intelligence, combined with rich third-party data sources, and omnichannel activation capabilities could increase brand awareness, consideration, and drive sales of Maltesers Easter Bunnies.



Solution

To build the most targeted, effective audience for MARS, Blis employed several layers of rich data.

Proprietary geo-location intelligence data was combined with Circana till sales data to highlight regions where opportunity to win market share was highest.

Blis then created bespoke audience segments without cookies or identifiers that were further enriched with anonymised location data to reach frequent visitors of stockists.

To effectively reach the audience, Blis activated an omnichannel approach across online video and programmatic DOOH - identified as to two best channels for message impact.



Results

+8 points

in brand awareness vs. category benchmark

+7 points

in purchase intent vs. category benchmark

£2.21 ROI

for pDOOH vs. £1.35 benchmark

53,333

store visits (109% increase)

3.4%

sales uplift (vs. 2% online video benchmark)



“Launching Maltesers Bunnies each January challenges us to stand out in a busy media landscape. With Circana sales data, we targeted high-opportunity regions across the UK. Coupled with location data, this enabled us to operate a full 360 media campaign spanning online video and pDOOH. We’re thrilled with the outcome! This campaign was a valuable test, especially given the upcoming HFSS restrictions. Testing pDOOH was also crucial as it’ll be a vital channel for all HFSS brands from 2025 onward.”

Florence Kayll, Senior Brand Manager, Easter & Halloween, UK, MARS