

MAXIMUM VISIBILITY IN A GROUNDBREAKING WAY IN DOOH



An innovative strategy to make the most of data and one of the best DSPs on the market. Labelium Play and Yahoo put their best foot forward for a new campaign for Benefit and Sephora in a groundbreaking way in DOOH (Digital Out-Of-Home).

Objective

To increase visibility and awareness of the new Powmade brow gel and all its eyebrow care products and services in an innovative way and have an impact on new audiences in key physical locations in Madrid and Barcelona. This was the idea behind Benefit, the exclusive brand on sale at Sephora, which chose Labelium Play and Yahoo for the launch of this new eyebrow makeup product, a field in which Benefit, together with Sephora, has positioned itself as a market benchmark in recent years.



Solution

Labelium Play is the Labelium group's expert unit which focuses on accelerating its advertisers' business through the digital audiovisual ecosystem. It is also committed to the omnichannel strategy and has always been characterised by testing formats and proposing innovative campaigns to its clients which improve data performance and deliver better results.

This time around, Labelium Play chose Yahoo's DSP to launch a Digital Out-Of-Home campaign to programmatically display Benefit and Sephora's Low My Brows ads on billboards in popular locations in Madrid and Barcelona. Yahoo's DSP, which is a top-tier tool for an omnichannel strategy based on unique data and machine learning optimisation, enabled the selection of specific screens from leading outdoor advertising providers such as JCDecaux and Clear Channel.

Yahoo's DSP also enabled a Native Display Retargeting campaign to be subsequently run with Adsquare audiences to re-impact users who had been exposed to the billboards with additional creatives.

A programmatic DOOH campaign on specific screens in strategic areas of Madrid and Barcelona and a subsequent Native Display Retargeting campaign with Adsquare audiences were launched, thanks to Yahoo's DSP.

yahoo!

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Result

The strategy devised by Labelium Play — made possible by Yahoo's DSP — increased reach, offering access to new and wider audiences as well as boosting awareness, giving programmatic access to the most attractive locations for Benefit and Sephora in two specific cities and tracking the audience in those environments to increase awareness of the new product.

The campaign achieved a total of 1,099,044 hits in seven days appearing on digital screens in more than 300 locations in Madrid and Barcelona, including the well-known Plaza Cibeles, Plaza de la Independencia, Calle Fuencarral and Calle Goya in Madrid and Passeig de Colom in Barcelona.

+1m
impacts in seven days

300
screens



“ ”

To us, it seemed like an opportunity to have a presence in the best locations in Madrid and Barcelona, reaching new audiences in a very conspicuous way. At Sephora, innovation is a key pillar and working together with Labelium Play and Yahoo is a sure bet for success.

Cristina García-Adán, Media Manager Spain, Sephora

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Yahoo DSP with the DOOH format has allowed us to reach new audiences for the brand through a totally new and innovative format, which has not only allowed us to increase reach, but also to increase brand awareness—all with full-funnel audiovisual logic.

Patricia Lozano, Head of Strategy, Labelium Play

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We're delighted to have had the chance to work with an agency as innovative and results-focused as Labelium, which understands the power of our programmatic platform so well. Our DSP has once again proven to be a high-performance tool for connecting with the audience in premium environments.

Raúl de la Cruz, Managing Director in Spain, Yahoo

Want to know more?

For more information visit adtech.yahooinc.com or write to us at spainsales@yahooinc.com.

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