VIOOH + Decathlon

Programmatic showcase

Dynamic creative counting down to a marathon event

Campaign objective

- Raising awareness of local Decathlon locations
- Driving footfall to stores

Decathlon engaged marathon runners using localised advertising around the city and the Rotterdam marathon route, with dynamic creative counting down to the event.

As well as targeting the marathon route, they deployed local advertising in proximity to their stores.

Target audience
Athletes/ audiences in close proximity to Decathlon stores
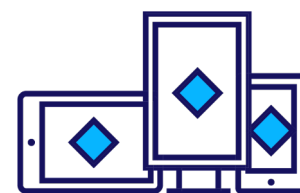
Campaign specification
- HTML5
- Hyper-local targeting
- Non-guaranteed

In collaboration with

SAGE + ARCHER + JCDecaux