

Geo-Targeted, Multi-Continent DOOH Campaign during **Formula 1** and other major events.

Bitdefender wanted to run an efficient, targeted DOOH campaign on 3 different continents, targeting major sports events with an extremely lean budget.

Bitdefender is an internationally recognized name in the world of cybersecurity. They've scaled their business significantly using efficient and effective marketing, so when they decided to set their sights on Digital Out of Home, they rightfully wanted the same approach.

F1 event participants, sports enthusiasts, medium to high income earners, educated Millennials and Baby Boomers in Las Vegas, San Francisco, London and Singapore.

- Reaching a high profile audience in 4 cities on 3 continents with limited budget & in a very competitive advertising landscape
- Optimize for key traffic hours since 90% of the audience is present only during event hours
- Extremely short turnaround time and limited inventory available

“

We sourced Blindspot and then we sourced a traditional media vendor. We gave them the exact same pitch as Blindspot and what came back to us with was our entire spend for just one event. And it looked really cool, like massive billboards, massive signage but it didn't target any of our five other geographies for our four other events.

says Kara Giacobazzi Marketing & Events Manager
for Sports Sponsorships @ Bitdefender

”

Total exposure time

838 hours

EXPOSURE

CONCLUSION

IMPACT

QUOTE

CHALLENGES

AUDIENCE

THE ASK

FINDINGS

DOOH FORMATS

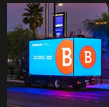
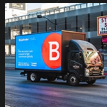
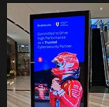
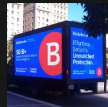
- Even during major events, using Blindspot's unique approach to programmatic DOOH can lead to a **+60% increase in budget efficiency**, ad impact and delivered impressions.
- When price surges for traditional OOH buys limit opportunities, programmatic can be a solution for advertisers that prefer optimizing every facet of their campaign.
- Even on **multiple continents and markets**, when executed correctly with the proper, **the timeline for implementing a DOOH campaign is no longer than 48 hours**.

Our programmatic platform managed to optimize **+60% of the budget by targeting key days, locations & hours** rather than broad targeting.

By using a mix of PMPs and OpenExchanges, we managed to target the same inventory that other advertisers bought at a **premium price** during the F1 events.

LED Trucks were a perfect solution for area and times when no other DOOH formats were available, providing extra impressions and frequency to the campaigns.

- Transit formats - Train Station, Airports, Malls
- Street - Urban Panels, Bus Shelter and Billboards
- LED Truck around the trains station and the price
- Digital Spectaculars



+290K in ad plays

at key traffic hours

+18M

Impressions

283

DOOH units