

Objective

To promote in the heart of the city of Paris the release of the WRC 9 game by the Nacon studio.


Solution

A QR code was integrated on the indoor covering to offer an immersive experience to the audience.



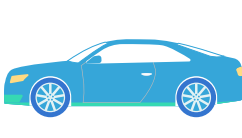
Target population

25-54 years old of working professionals+



Duration

07/03 - 08/03




Car

90




Data-driven and itinerant media




OTS

11 603 072



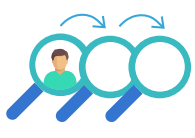
Audience

1 837 516



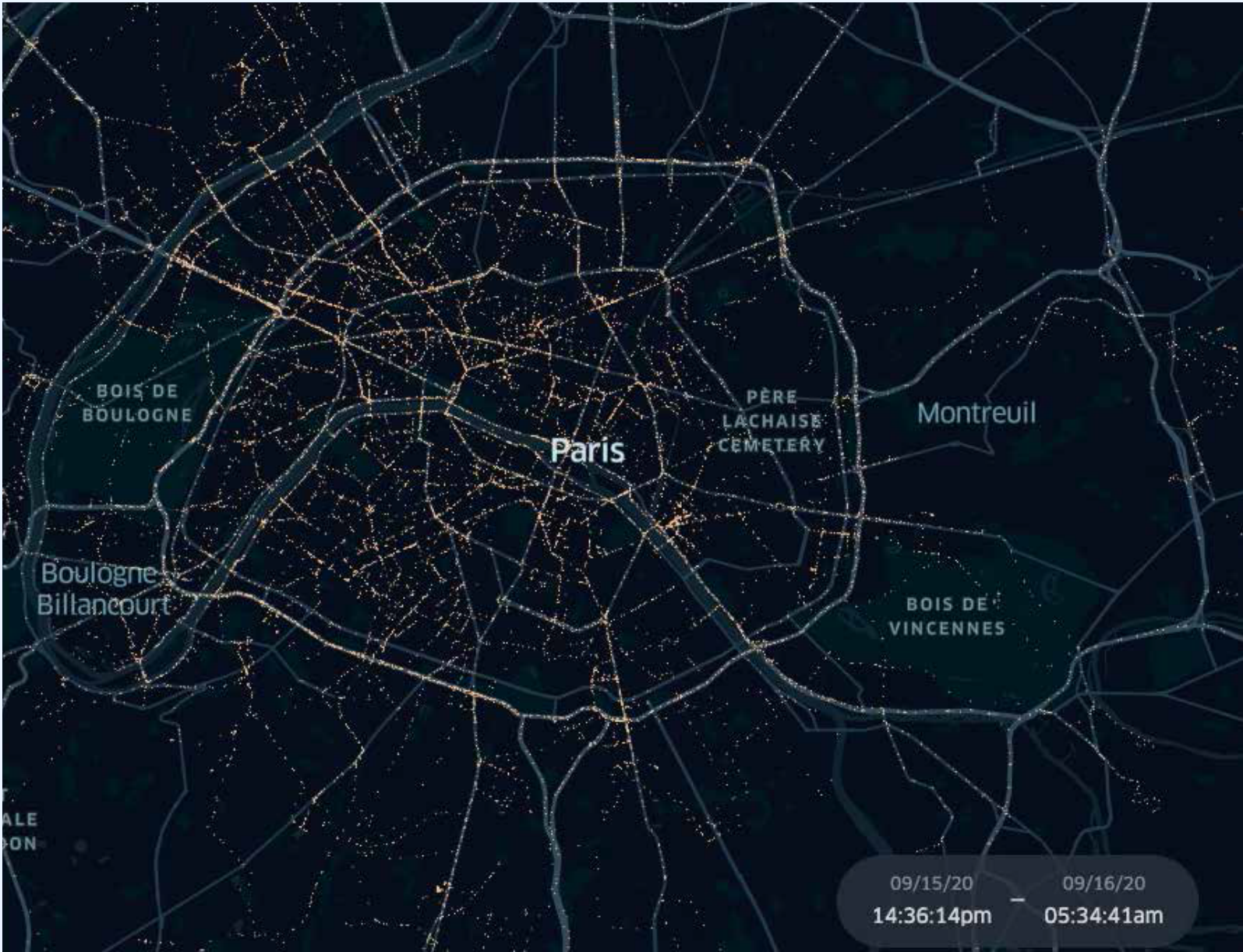
Reach

75%



Frequency

6,31



Map of routes taken in Île-de-France



Target population

2 450 021



VTC

90

AN IMPACTFUL MEDIA WHICH GIVES A POSITIVE INTENTION

Campaign memory improved all KPIs

47 %

of the people who remember seeing the advert

VS

15 %

of the people who do not remember seeing the advert

have a **positive image** of the campaign

X 2

The people who remember the advert consider **two times more** buying the video game after seeing the advert

46 %

of the people who remember seeing the advert

VS

6 %

of the people who do not remember seeing the advert

have a **positive intention** after seeing the campaign

IMPACT

The campaign is appreciated **3 times more** by the respondents who saw the ad