

## Objective

To promote and ensure a maximum visibility of the brands of La Vallée Village mall. A campaign complemented by a digital retargeting : a drive to store link integrated in the indoor covering of the VTC.



Target population

25-54 years old of working professionals+



Duration

09/03 - 10/03 2020



Car

75

## Data-driven and itinerant media



OTS

3 475 492



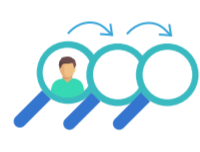
Audience

1 412 864



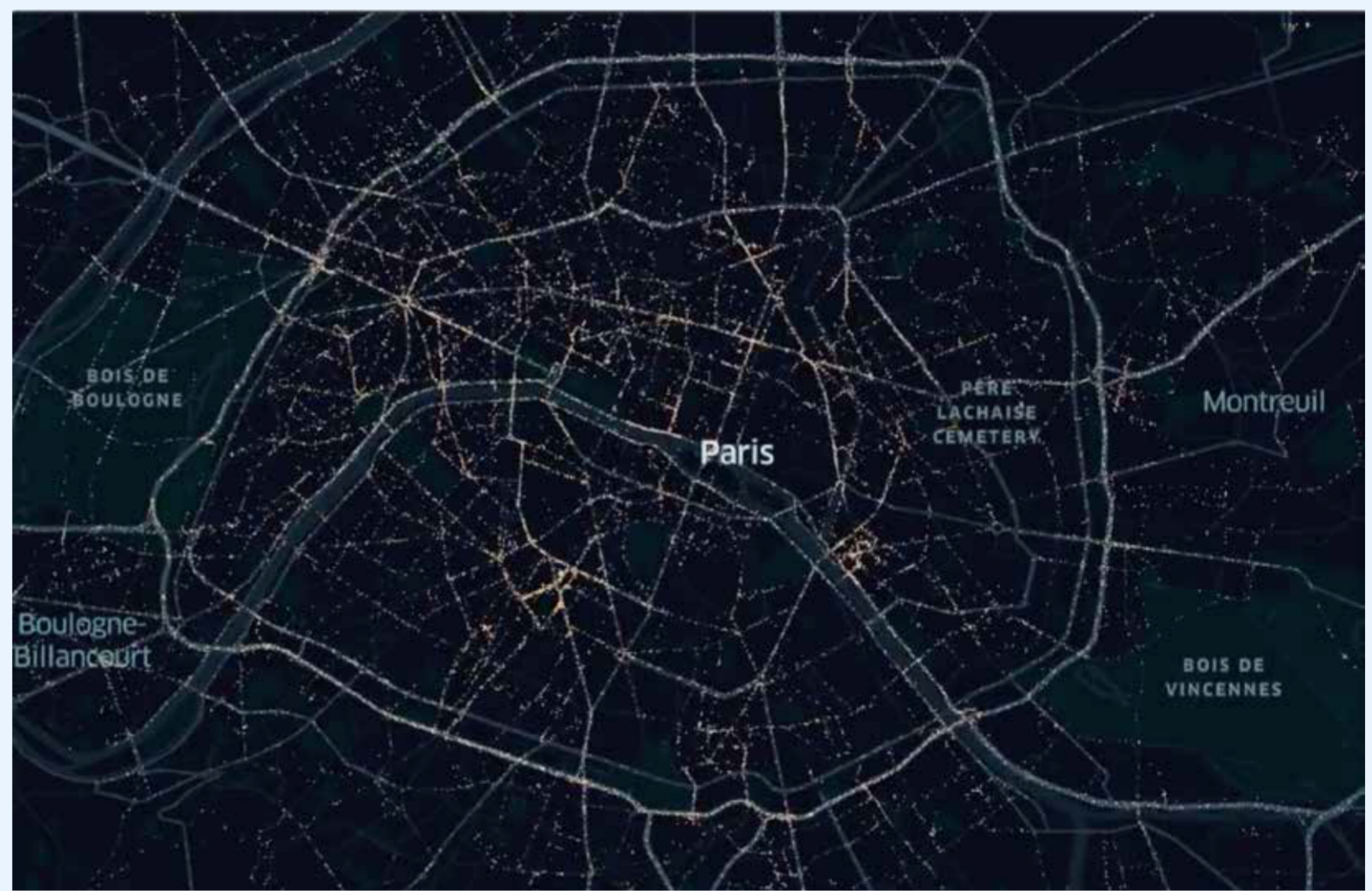
Reach

65%



Frequency

2,46



Map of routes taken in Île-de-France

## Digital retargeting



IMPRESSIONS:  
340 964



CLICKS:  
11 096

CTR: 3,25%

## AN IMPACTFUL MEDIA WHICH GIVES A POSITIVE INTENTION

81 %

Of the respondents consider that Adriver Car support raise awareness of the brands

80 %

Of the respondents say that Adriver Car is an impactful support to deploy an ad and/or to communicate informations

83 %

Of the respondents say that the Adriver Car support draw the attention

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Of the respondents exposed to the ad say that Adriver Car enhances the interest of the brand displayed on this media