

Breaking through a crowded category with precision-led pDOOH

A saturated category demanded retail proximity, contextual timing and rapid optimisation.

The challenge

8%

starting brand awareness

YoPRO



62%

Wicked Sister



47%

Arla Protein



8%

Goal: build awareness without wasting media dollars.

The strategy

01 Target

500m around Coles & high-performing competitor locations

02 Context

Daypart delivery around relevant usage occasions

03 Optimise

Shift spend rapidly toward strongest-performing environments



The result: stronger brand signals and measurable retail impact

Precision-led pDOOH moved Arla Protein from awareness through consideration, purchase intent and sales.

+175%

Awareness lift

+248%

Consideration lift

+364%

Purchase intent lift

#1

"20g protein"
message association

#3

Overall brand
preference

3.6x

Sales peak +13%
baseline growth

AWARENESS

CONSIDERATION

ACTION

SALES

