



Pepsi Ski Racer

Food & Beverage / Event Activation | OMD – Romania | Romania | Jan-Feb 2018



CAMPAIGN OBJECTIVES

Boost traffic for participation of Pepsi Ski Racer event at 30 skiing locations.

Use **Hyperlocal** and **Contextual** targeting to reach the right audience precisely at remote spots.

Generate further awareness for Pepsi brand.

Beyond Location. Precise Audience

YOOSE



Pepsi Ski Racer

Food & Beverage / Event Activation | OMD – Romania | Romania | Jan-Feb 2018



OUR SOLUTIONS

Configure **Hyperlocal Targeting** strategy for each of the 30 skiing locations. *Targeted Geofence*: 200m - 1km around each skiing location.

Use **Footfall Tracking** to measure and optimize the KPIs for the campaigns.

Curate the right audience by **Publishers Selection** to maximise event participation.



Pepsi Ski Racer

Food & Beverage / Event Activation | OMD – Romania | Romania | Jan-Feb 2018



RESULTS

Over
429
footfall tracked

Delivered over
293,334
views

Achieved
high performance CTR
1.52%

30
skiing locations
in Romania targeted

Beyond Location. Precise Audience

YOOSE