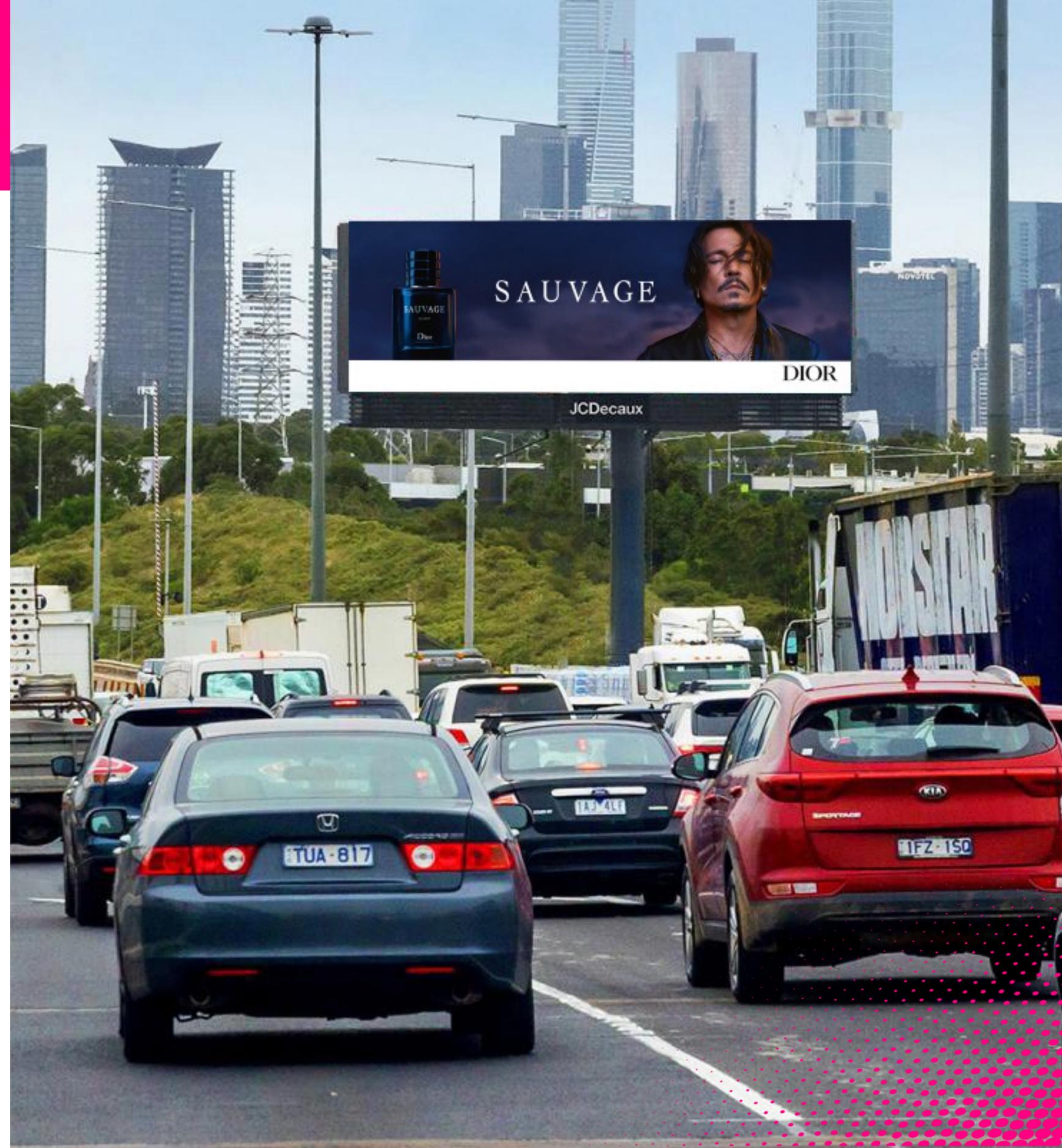


# Dior & Hivestack: Maximising Brand Impact with Targeted DOOH for Father's Day

The iconic brand leveraged real-time dayparting and premium billboard placements to boost awareness and engagement for its Sauvage fragrance campaign in Australia.

Region	Agency
Australia	
Industry	Brand
Fragrances / Luxury	





## Objective

Dior aimed to take ownership of the critical lead-up to Father's Day, capitalising on programmatic DOOH to access premium Large Format Billboard inventory at a reduced cost. The goal was to extend their existing Sauvage fragrance campaign, not only to enhance brand presence before Father's Day but also to create momentum going into Q3 retail and the holiday shopping season. By doing so, Dior sought to amplify brand visibility and connect with a larger audience during a pivotal retail period. A key focus was also on measuring the success of the campaign to ensure alignment with overall marketing objectives.



## Solutions

To achieve its objectives, the campaign utilised a strategic approach that maximised audience exposure through precise dayparting. Dior targeted key times of the day, focusing on peak commuting hours during weekdays and high-traffic outdoor periods at weekends. This ensured that their ads reached audiences when they were most likely to engage with the brand.

The campaign was executed across large-format billboards in prime locations throughout New South Wales (NSW) and Victoria (VIC), with a particular emphasis on high-impact areas. By partnering with leading media companies, including JCDecaux, QMS, and oOh! Media, the placements were carefully curated to target premium audiences in these key regions, maximising visibility and influence.

Leveraging the Hivestack DSP, the campaign was able to dynamically adjust ad timings and placements to optimise reach and relevance. This approach allowed Dior to efficiently engage consumers at crucial moments, amplifying its presence in the lead-up to Father's Day and setting the stage for a successful Q3 and holiday season. The campaign was further supported by GroupM Nexus' Advanced DOOH team and L'Atelier agency (LVMH), ensuring seamless execution and measurable results.



## Results

During its two-week flight period, the campaign achieved over **2.7 million** impressions. To further evaluate its impact on audiences, a Hivestack Brand Lift Study (BLS) was conducted, revealing significant findings:

- **38%** campaign recall
- **+10%** brand familiarity amongst those who recalled the campaign
- **+6%** brand consideration amongst those who recalled the campaign

Programmatic DOOH allowed for the budget to be distributed with greater precision. The campaign's access to high-quality sites and compelling creative led to significantly higher recall rates, exceeding expectations by 15–20% for a single-format campaign.

