



CASE STUDY

Country: Indonesia
 Method: Programmatic Digital Out-of-Home



Garnier Rides the Rails to Captivate Jakarta's Commuters On-the-Go



Background:

In 2024, the revenue in the Beauty & Personal Care market in Indonesia is predicted to be **US\$9.17billion**, with an **annual growth rate of 4.39% (CAGR 2022-2027)**. Garnier sought to enhance brand visibility and engagement with its target audience in this competitive market through a strategic Out-of-Home (OOH) advertising campaign.

Recognizing the importance of high-traffic locations, Garnier implemented a **Programmatic Digital Out-of-Home (pDOOH) campaign** across key MRT stations in Jakarta. The campaign aimed to reach a diverse demographic, increase brand awareness, and drive consumer interest in Garnier's product offerings.

Objectives:

- To enhance Garnier's brand visibility and engagement in Indonesia.
- To reach a wide demographic, focusing on young adults and adults.
- To increase awareness and interest in Garnier's product offerings.

Strategies:

- Utilizing DOOH in various high-traffic MRT stations across Jakarta using the **LMX Platform** to target a broad and diverse audience.
- Running the campaign continuously during high commuter hours to ensure maximum visibility and impact.



Results:

The campaign successfully achieved significant reach and engagement, reflecting its effectiveness in promoting Garnier and enhancing brand awareness. By leveraging the DOOH technology provided by **Location Media Xchange** and targeting key **MRT stations in Jakarta**, the campaign captured the attention of a diverse audience. These results underscore the success of the campaign in increasing brand visibility and engaging with potential consumers.



Duration
6 DAYS



Locations
14 MRT Stations



Views
1,274,980



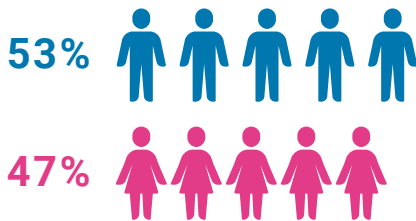
Reach
180,501



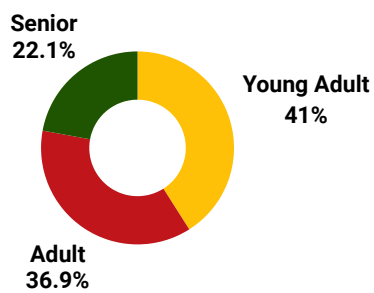
Ad Plays
50,191



Demographics:



Age Range:



Conclusion:

The campaign's impressive reach and alignment with key target demographics demonstrate its effectiveness in driving awareness among local audiences. Garnier's strategic use of pDOOH advertising in Jakarta's MRT stations highlights the potential of programmatic outdoor campaigns in capturing audience attention and fostering brand growth in competitive markets.

