

YATA pioneers digital out-of-home in Hong Kong with surprising results

CASE STUDY

Team

YATA LTD, Fabcom

Method

Digital out-of-home (DOOH)



FINDING OPPORTUNITY IN THE NEWLY AVAILABLE DIGITAL OUT-OF-HOME (DOOH) SPACE

YATA, Hong Kong's supermarket giant, needed to find innovative digital marketing solutions to raise awareness for a two-week shopping day sales event. Their goal was to promote a wide range of discounted products while engaging meaningfully with customers at scale.

Opportunity came in the form of a market-first, programmatic DOOH partnership between the leading out-of-home media company, Asiaray, and The Trade Desk. This partnership allowed YATA to reach their audience while on the go, and fine-tune their message with data-driven targeting. Additionally, by buying through our platform, they were able to link their DOOH with media buys across other channels like display and video, allowing them to run a consolidated multichannel campaign, all under one platform.

DISCOVERING MORE DECISIONING POWER THAN EVER

YATA worked with agency-partner Fabcom to develop a successful DOOH targeting strategy and reach the right audience. They kicked off the campaign by using location-based targeting to identify nine bus shelters that were near YATA stores and run their campaign on these specific shelters' digital panels.

Pairing this tactic with time-based targeting encouraged a heavier advertising investment during peak hours — specifically on the weekend before the sales event — and helped capitalize on higher foot and vehicle traffic. This gave YATA more control over their campaign, making certain that their advertising dollars were spent more efficiently.

GAINING VALUABLE INSIGHTS FOR FUTURE CAMPAIGNS

The simple execution and stellar results encouraged YATA to stick with DOOH on our platform for future campaigns. It also gave them useful insights they could apply later like:



Panels with the most impressions

were those closer to the retail shops.



DOOH ads

were most effective from 8am to 10am, as they saw the most commuters at that time.

“The Trade Desk made our DOOH buys smooth and simple. Setup only took two weeks — much faster than we expected. They streamlined our creative management process by switching it from manual to automatic. It helped us stay nimble and deliver ads to the right people, at exactly the right moment in a more cost efficient way.

—Rebecca Tse

General Manager, Marketing, YATA

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