

Winning Big in Costa Rica: Agency Holding Co. Elevates DOOH Execution with Basis

THE CHALLENGE

A marketing & advertising agency holding company wanted to test Basis' campaign efficiency, specifically with time and cost savings, against working with separate media owners.

In this test, they employed Basis to boost brand awareness and visibility for two leading client brands in the beverage industry to their target consumers.



THE RESULTS

665k+

Unique users reached

515k

Impressions

1 m 24 secs

Average view duration

1.29 users

Reached per impression,
driving broad impact and visibility

THE SOLUTION

Strategic Virtual Roadmap

Basis designed a journey roadmap of high-traffic zones and pinpointed 13 key screens that aligned with target audience's mobility patterns, maximizing reach with the right audience at the right time.

Integrated Post-Campaign Reporting

Paired with measurement provider, The Smart Media, Basis provided a detailed report that covered campaign performance metrics and qualitative audience data i.e., consumer demographics, device type, etc.

Precise Activation with PMPs

Basis used three distinct private marketplace deals for precise targeting and scheduling across a combination of indoor and outdoor screens.

Centralized Execution Across Media Vendors

Basis enabled seamless coordination and exact time scheduling across multiple vendors, reducing complexity and boosting efficiency.

ABOUT THE CLIENT

The client is a local branch of a marketing & advertising holding company based in San José, specializing in advertising, media buying, and strategic communications.

They leverage data-driven solutions and centralized media planning to deliver impactful campaigns across digital and traditional channels across the evolving media landscape throughout Latin America.

Industry:

Marketing & Advertising
CPG

Key Goals:

Brand Awareness
Campaign Efficiency

Location:

Costa Rica