How Guinness Won Winter with Programmatic OOH

Award winning success story

The programmatic activation cleverly combined weather, audience, and point of interest targeting to increase brand awareness and encourage product trial, resulting in taking out the inaugural JCDecaux PROGRAMMATIC Campaign of the Year Award 2023/24.

Objective

To challenge Australia's summer beer dominance and create new cold weather moments, Guinness launched an innovative weather platform (inspired by the Bureau of Meteorology) to tell the perfect time for a Guinness pint, reaching audiences out and about to increase sales of their beer.

The Drum Awards
Marketing APAC
Finalist 2024

Measurable impact

+11.8M — Impressions across 2,748 placements

+18% — Revenue YoY

+3pt — Growth in brand salience

+17% — Increase in brand power

+15% — Uplift in foot traffic to pubs (2,000 free samples given)

+100K — Incremental pints drunk in winter (+13% increase in consumption YoY)

Strategic approach

Weather-Triggered Activation: Guinness launched a weather-triggered DOOH campaign, activating when temperatures fell below 7°C, perfect for enjoying Guinness.

Targeted Outreach: UM and Vistar Media programmatically activated small outdoor screens from midday onwards near pubs serving Guinness, offering a free pint whenever temperatures hit the magic mark.

Nationwide Impact: Spanning major cities like Sydney, Melbourne, Brisbane, and Perth, the campaign leveraged programmatic OOH's agility to tailor messaging to varying weather conditions and maximise relevance to consumers.

Interactive Creative Approach: Guinness implemented a high-level creative approach, prioritising video over static content and regularly updating content for ongoing relevance and engagement. QR codes were integrated, enabling users to scan and redeem a free pint of Guinness.

> "Working with Vistar was fantastic and their collaborative approach allowed us to achieve remarkable results together."
>
> **Mark Ryan**
> Senior Client Director
> *Um Worldwide*