



**Beverage  
Breakthrough:**

**Nestlé Perrier Achieves  
+13% Lift in Purchase  
Intent with DOOH**



vistar media





Nestlé Perrier partnered with Vistar Media for an eight-week DOOH campaign across four key markets, aiming to attract current Perrier consumers to explore Perrier Fusions, now conveniently stocked at Walmart, while also turning juice enthusiasts into dedicated Perrier Fusions fans.



## Precision in Motion

Nestlé adopted a data-driven strategy, harnessing programmatic buying capabilities to connect with "Millennials and Walmart Shoppers" across various locations and contexts throughout the day.

Strategically, messaging was deployed across gyms, office buildings, billboards, urban panels, doctor's offices, convenience stores, gas stations, liquor stores, pharmacies, transit and taxis.

# Refreshing Results



Through a tailored "Opportunity to See" measurement study, Nestlé gained invaluable insights into product familiarity, purchasing history, and juice brand preferences, shaping the foundation for future DOOH strategies.



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**+9%**

**Awareness**

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**+6%**

**Consideration**

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**+13%**

**Purchase Intent**





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