
MINDSHARE



Adtower Digital Media

HB ICE CREAM



Let's stick
around a
bit longer



..I don't have a
stick!

GOODBYE
SERIOUS



HB Goodbye Serious



Shopper marketing



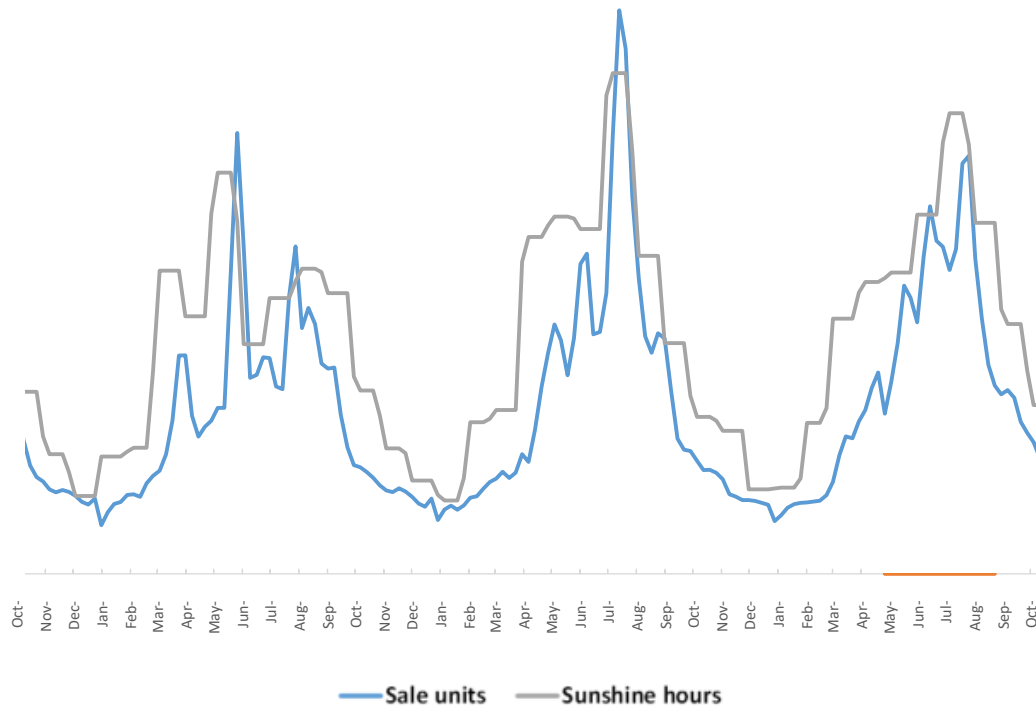
Cabinets



Flags

**Sales are
driven by
sunshine**

Market volume vs. sunshine



Source: Nielsen, Met Office
Total hand held sales, grocery & impulse vs av. sunshine hours



IRISH DAILY
Mirror
Irishmirror.ie - FIRST FOR BREAKING NEWS

EXCLUSIVE
Lorna was moved to massacre hotel!





My hot Mumba
SEE PAGES 10&11

2 KILLED IN FREAK WAVE HORROR

3rd victim missing tried to save pair swept to sea

By ADRIANA CAMPOS and GEMMA COLLINS
Two people died last night after being swept away by a freak wave.
Search teams are today looking for a third victim off the coast of Galway, Co Clare.
The 100ft wave, which was described as 'freak', was seen in the morning as it would have been very difficult to get out of the water.
TURN TO PAGE 8



THINGS ARE REALLY HEATING UP!







LOOKS LIKE IT'S GONNA BE A SCORCHER

DON'T FORGET THE CREAM!

WEATHER FORECAST



Location	Temperature	Weather
Dublin	22	Sunny
Cork	18	Cloudy
Galway	17	Cloudy
Limerick	15	Cloudy
Waterford	10	Cloudy

TODAY
SHIMMERY RAIN IN THE WEST. DRY, BREEZY MORNINGS ELSEWHERE. DRY AND WARMER FOR MANY AREAS WITH SUNNY SPELLS AND FREQUENT CLOUD COVER. HOWEVER, SHIMMERY RAIN WILL SOON BEAT BACK INTO WESTERN AREAS DURING THE DAY. THE RAIN COULD BE HEAVY IN PLACES AND IT WILL FEEL COOLER HERE. BUSTY WINDY WINDS.

OUTLOOK
VARIABLE AMOUNTS OF CLOUD AND A FEW SHIMMER. RAINIER CLOUDY (TOMORROW) WITH THE RISK OF SHIMMER. SOME POSSIBLE HEAVY RAIN HERE SOMEWHERE. LATER, SUNNY SPELLS AND A FEW SHIMMER IN THE EVENING.

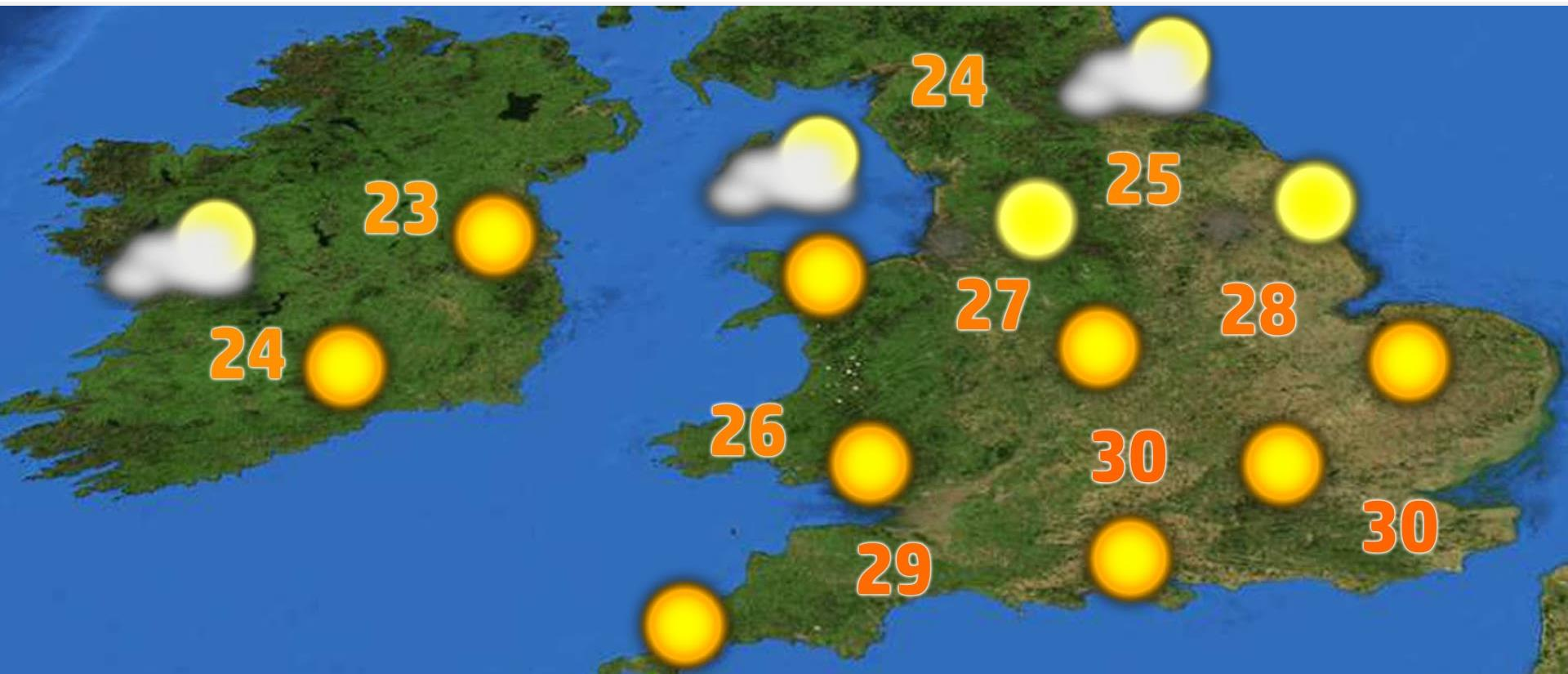




**Unpredictable
Irish
summers!**



Be reactive to fleeting hotspots



Thermal-activated digital outdoor

Go-live triggers:

Sunshine

Post 12pm

Location & weather specific content on Digitowers



We are Digital

€Millions invested in a transition from 'Paper to Pixels'

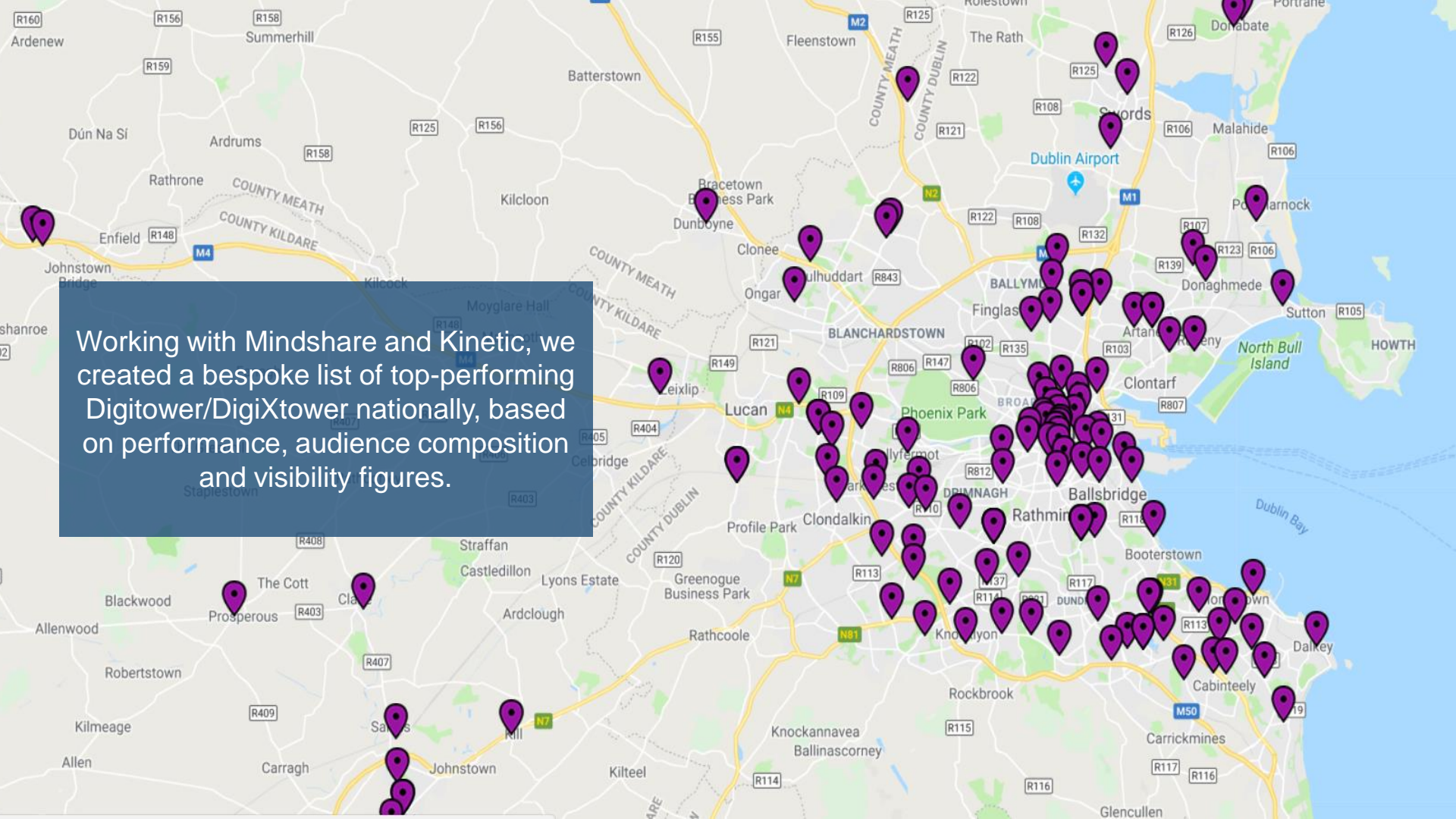
200 Digitower & DigiXtower nationally

Our Systems, Broadsign and ADAM

Broadsign allows us to be;
Relevant, Contextual, Dynamic, Instantaneous

ADAM, powered by Quividi (Anonymous Data Analytics & Metrics);
audience & attention analytics platform

We deliver actual granular audience campaign reports

A map of Dublin, Ireland, showing various districts and roads. Numerous purple location pins are placed across the city, indicating specific locations. The pins are concentrated in the central and eastern parts of the city, particularly around the Dublin Airport, Phoenix Park, and the areas of Ballymore, Clontarf, and Ballsbridge. The map also shows the surrounding counties of Meath, Kildare, and Wick, as well as the Dublin Bay and the North Bull Island.

Working with Mindshare and Kinetix, we created a bespoke list of top-performing Digitower/DigiXtower nationally, based on performance, audience composition and visibility figures.

The Challenges

Buying strategy outside 'traditional' cycles

Source a weather API

Create an in-house application

Activation parameters / triggers

Over 80 MP4 assets created

The Results

Using our system, HB ran the first automated, geo-targeted, weather activated dynamic DOOH campaign

Activation through June, July and August

HB broadcasted / triggered 366,312 times

Campaign won 1st place in 2018 Media Awards - Collaboration

The Future – is now

HTML5 – only 1 asset needed

ADAM and Quividi, actual live data

Programmatic buying

Content adaption, via data sensors

ADAM

powered by Quividi

how does it work?

data sensor

display

Digitower & DigiXtower
process scene via data
sensor to produce
anonymous metadata

privacy



VidiCenter
Data
Management
Platform on
Web

Anonymous Metadata
used in real-time to
serve up most relevant
content

Anonymous Metadata
uploaded to Vidicenter
for campaign OTS reports.

