



## THE CHALLENGE

With the new DS5 Series model on the horizon, the DS brand wanted to generate awareness among a more niche target audience. The new model characterises with a more bespoke and expensive feel that sets it apart from the old DS5. With the art-deco business jet interior comes a higher price, which played a key role in defining our target strategy.

## THE SOLUTION

**AD ENVIRONMENT** aligned with target audience. The ad environment was carefully curated to include news, life style, and sports sites, known to host a more responsive and higher-earning audience segment. Other websites with similar affinity audiences were also included to achieve targeted reach at greater scale.

**DEVICE TARGETING** set to newer, high-end device models, channeling ad spend towards a more affluent consumer base.

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## MULTI-CHANNEL TRAFFIC ACQUISITION

**20**  
NETWORKS  
&  
EXCHANGES

The niche target audience profile naturally drove the CPM up. To minimise the effect of this on the number of impressions we were able to serve, media buying was streamlined across 20 networks and exchanges, optimising the bidding process and securing more affordable rates.

**115%**  
Performed at  
115%,  
delivering  
516,570 more  
impressions  
than  
predicted.

## 10:00 AM-10:00 PM

Engagement throughout the 24 hour cycle was carefully analysed. Impressions were allocated within optimal times.

## CREATIVES

Designed by the Mobius in-house creative team, in close collaboration with the French team at Citroën.

The more narrowly focused and multi-faceted targeting approach allowed us to engage the right

people at the right time and location, driving more concentrated engagement and awareness.

## GEO TARGETING

focused on larger cities with traditionally higher purchasing power. The capital was a key target region, but other cities such as Plovdiv, Varna, Burgas, and Ruse also showed potential for generating interest.

## INTEREST-BASED TARGETING

channeled towards browsing history indicative of interest in business, economy, tourism, and real estate.