MEDIASET play

upDate+

N° 11/20 NOVEMBRE/DICEMBRE

APPROFONDIMENTO CREATIVITA'

GRUPPO MEDIASET PUBLITALIA '80 | AD TECH & Business Development

Target: **SOCIODEMO**

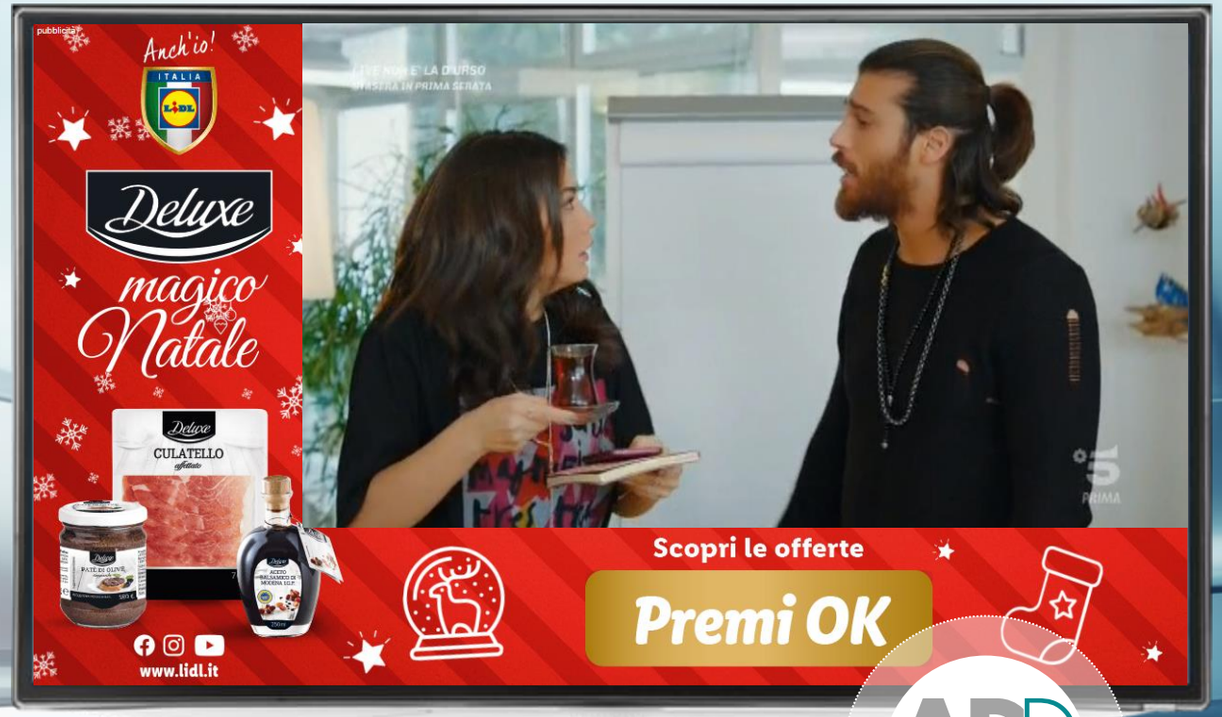
UNIVERSITA' TELEMATICA PEGASO

AD+ INSIDE

TV SITE

NO TARGET

LIDL - DE LUXE



AD+ INSIDE

TV SITE

Target: **SOCIODEMO**

MASTERCARD – POSTE CONNECT

AD+ INSIDE

TV SITE

Target: SOCIODEMO

SC JOHNSON – OUST

AD+ INSIDE

TV SITE

Target: AUDIENCE & INTEREST

CAMEO – PIZZA RISTORANTE

AD+ INSIDE

TV SITE

Target: **AUDIENCE & INTEREST**

FERRERO – KINDER BRIOSS

AD+ INSIDE

TV SITE

Target: **SOCIODEMO, AUDIENCE & INTEREST**

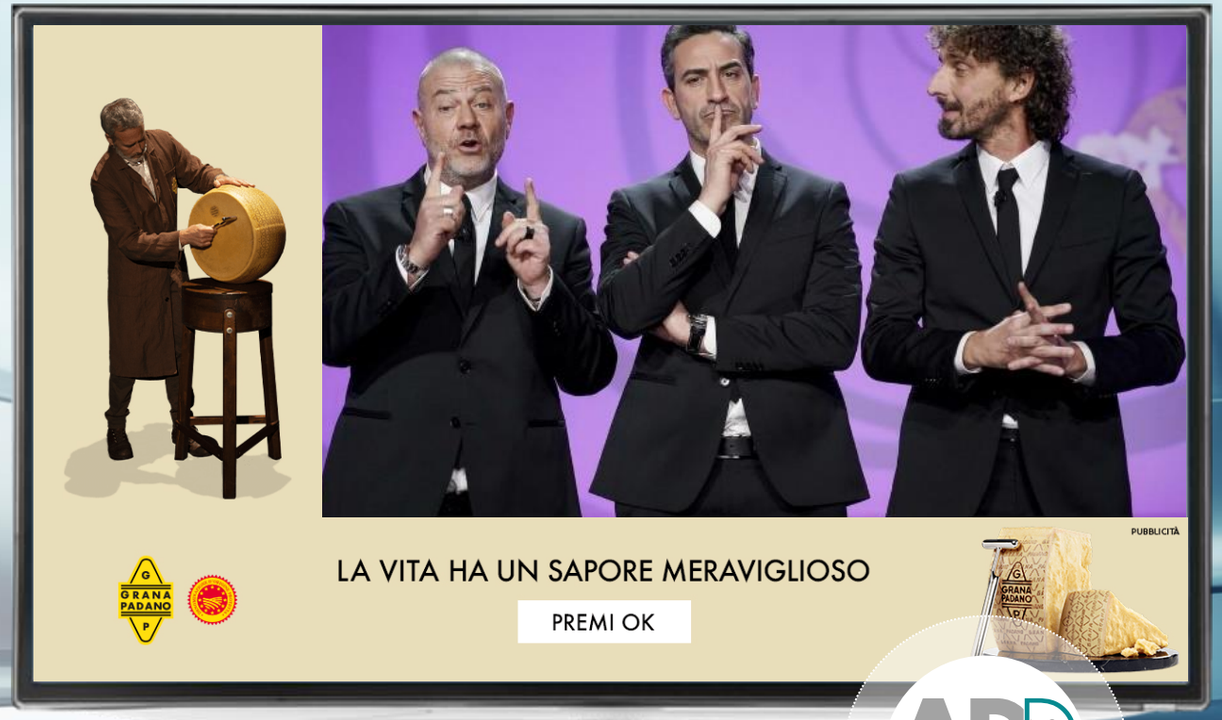
FERRERO – ESTATHE’

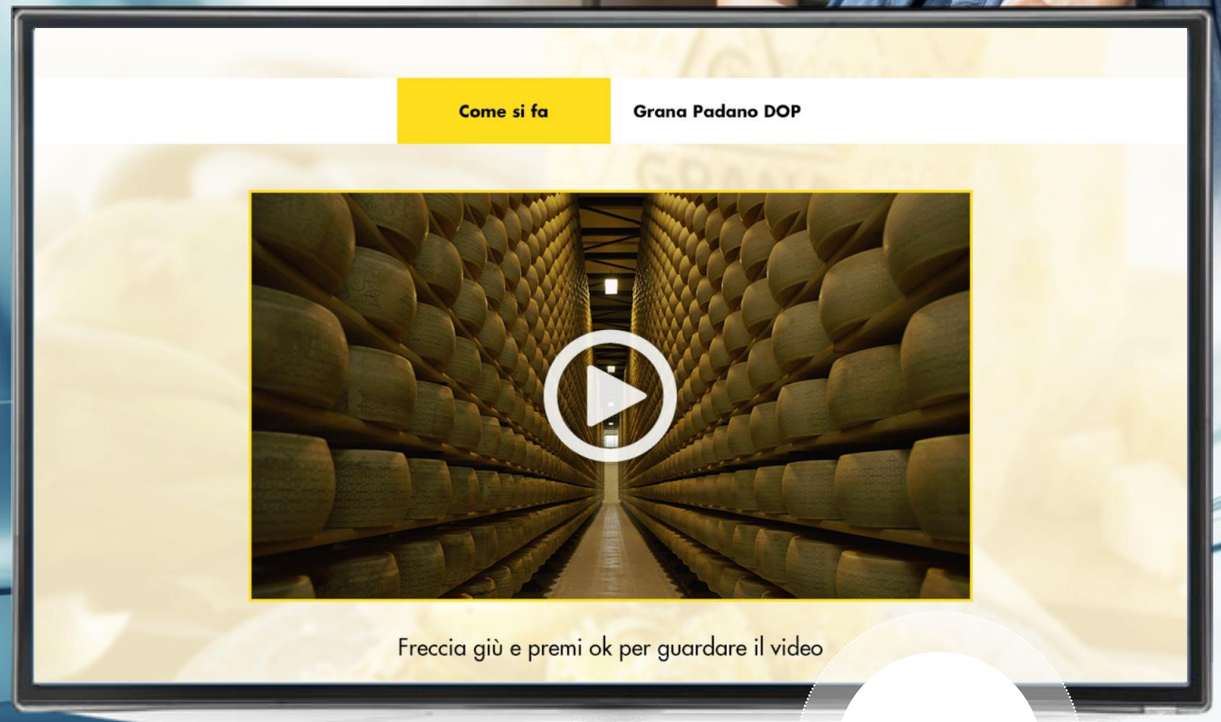
AD+ INSIDE

TV SITE

Target: **SOCIODEMO**

CONSORZIO TUTELA GRANA PADANO





AD+ INSIDE

TV SITE

Target: **SOCIODEMO**

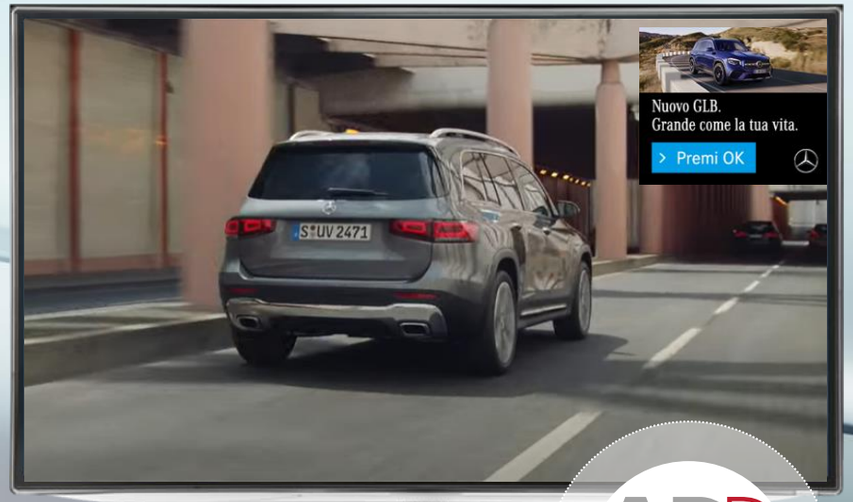
PERFETTI VAN MELLE – GOLIA ACTIVE PLUS

AD+ INSIDE

TV SITE

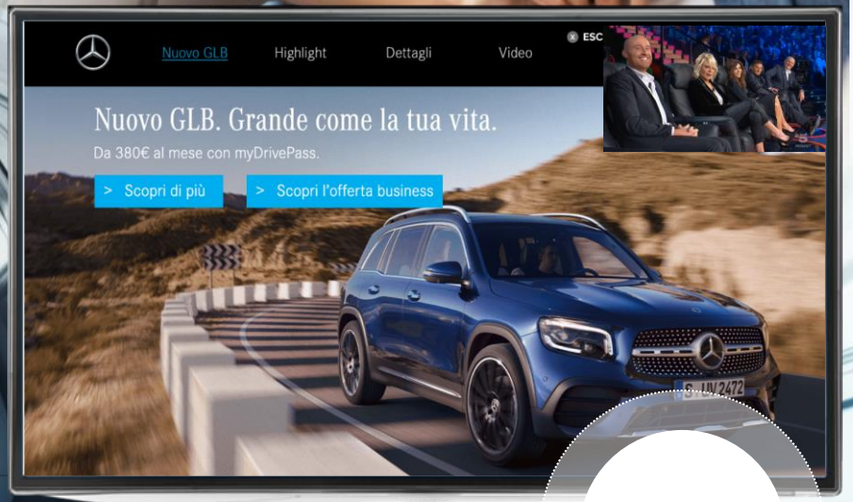
Target: **SOCIODEMO, AUDIENCE & INTEREST**

MERCEDES – GLB



AD+ OVER

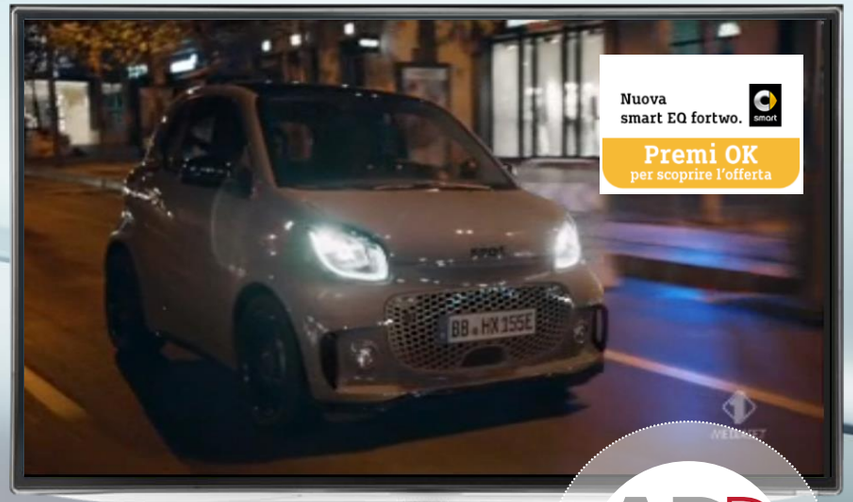
AD+ INSIDE



TV SITE

Target: SOCIODEMO, AUDIENCE & INTEREST

MERCEDES – SMART EQ



AD+ OVER

AD+ INSIDE

TV SITE

Target: AUDIENCE & INTEREST

SUZUKI - ACROSS

AD+ INSIDE

TV SITE

Target: **GEOLOCAL**

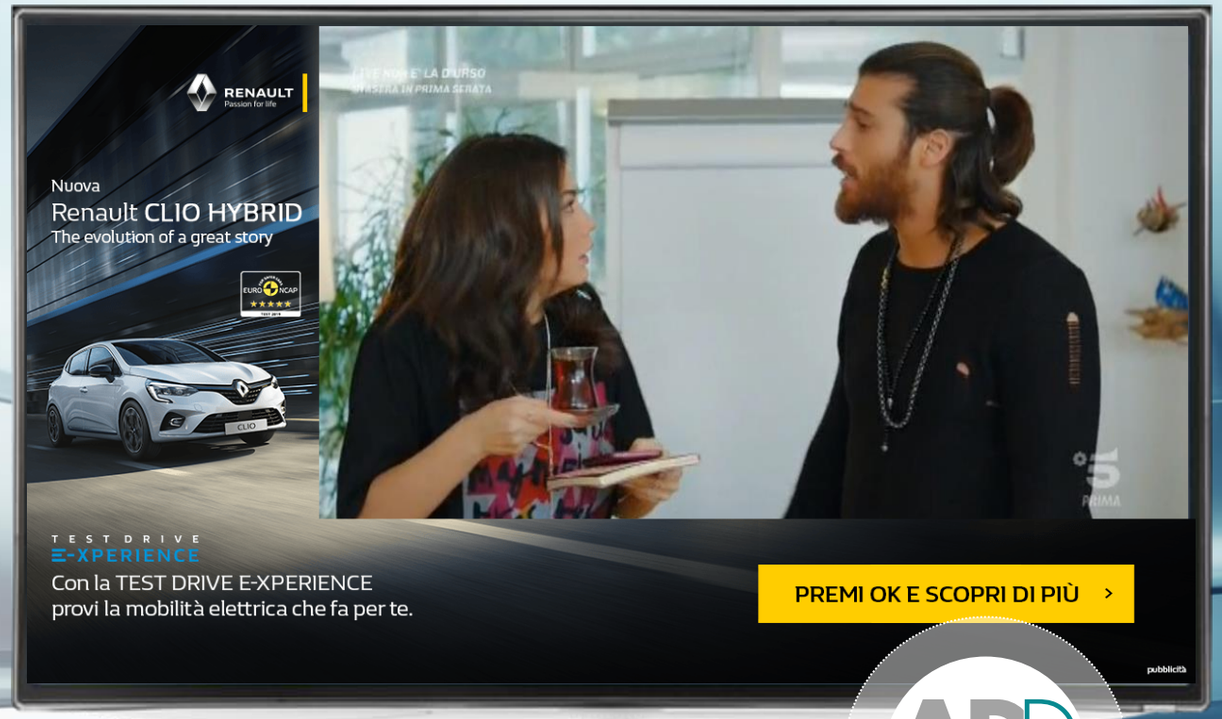
IPER MONTEBELLO – SOTTOCOSTO

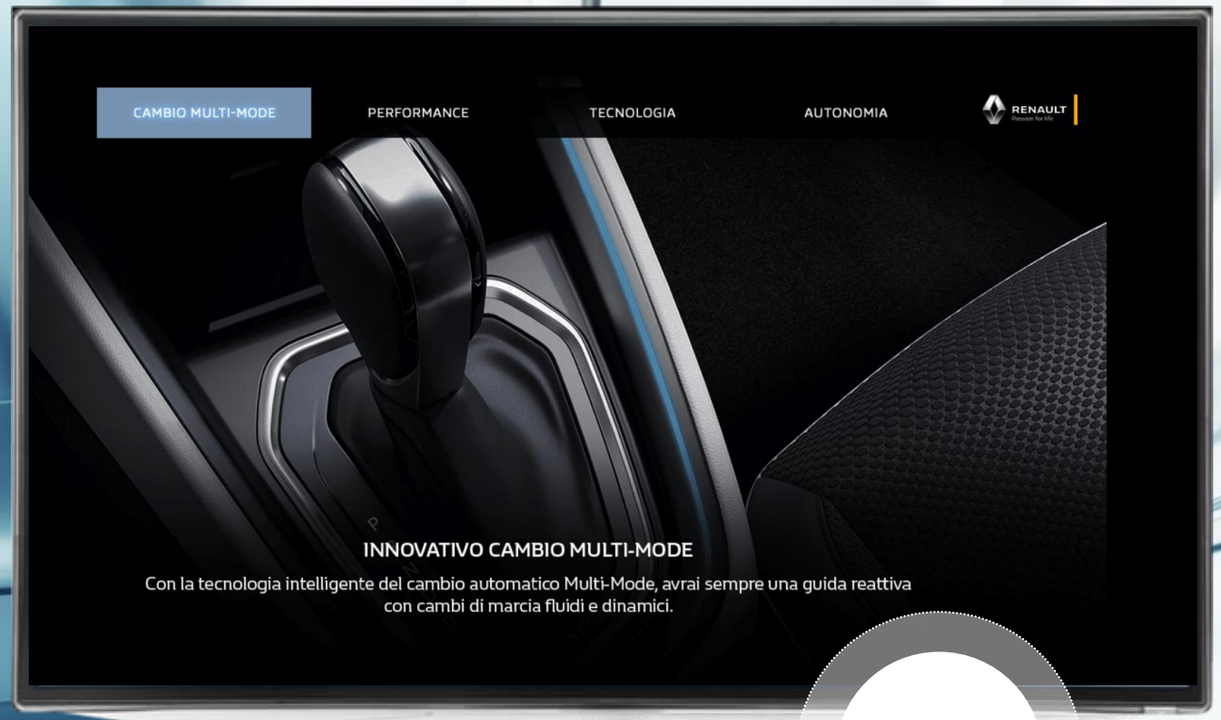
AD+ INSIDE

TV SITE

NO TARGET

RENAULT - CLIO



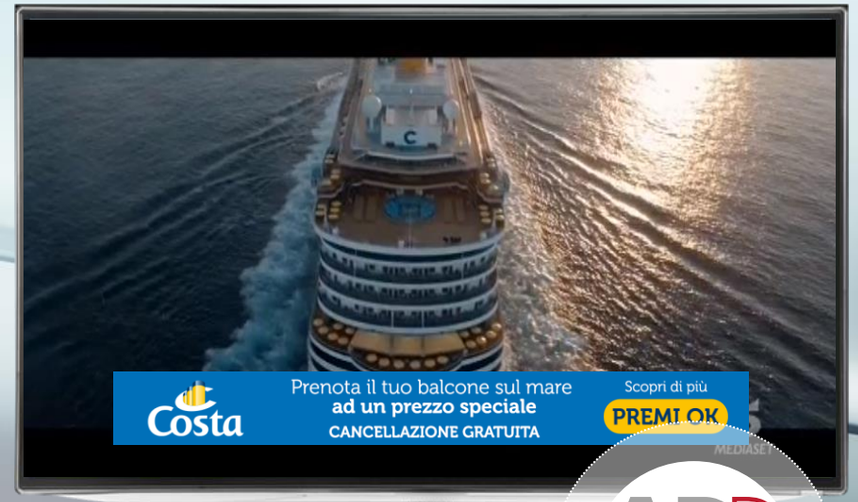


AD+ INSIDE

TV SITE

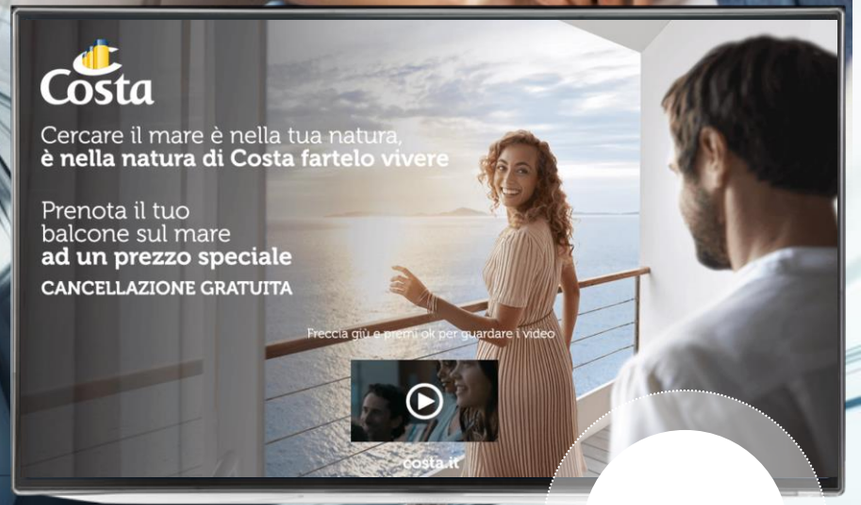
Target: **SOCIODEMO, AUDIENCE & INTEREST**

COSTA CROCIERE



AD+ OVER

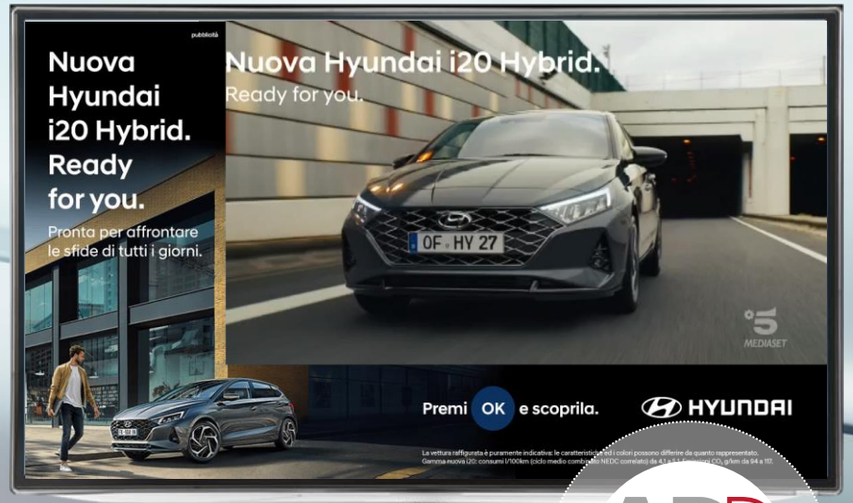
AD+ INSIDE



TV SITE

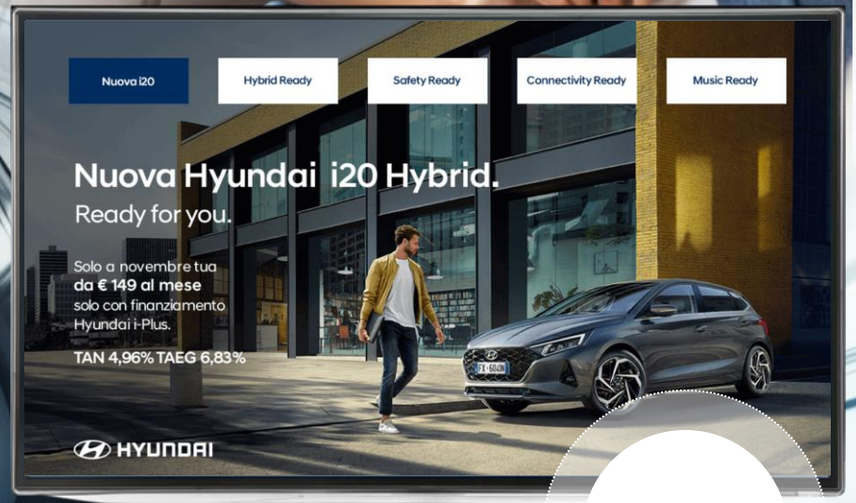
Target: AUDIENCE & INTEREST

HYUNDAI - I20 HYBRID



AD+ OVER

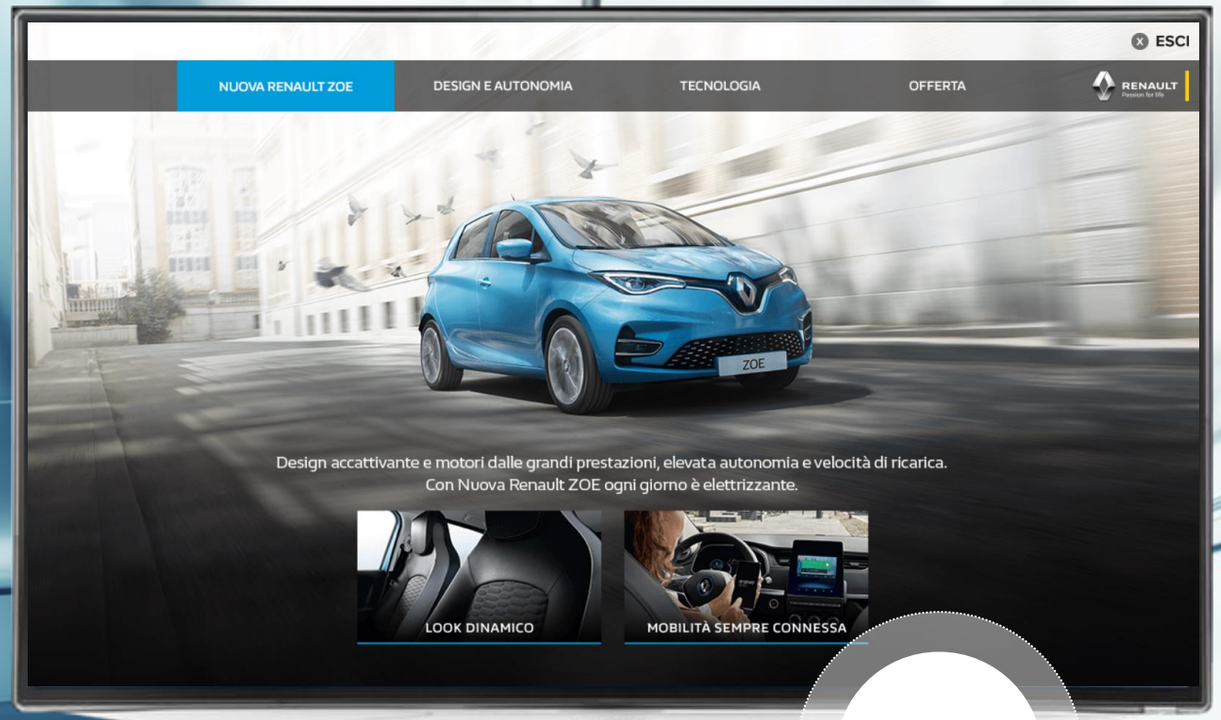
AD+ INSIDE



TV SITE

Target: **GEOLOCAL**

RENAULT - ZOE



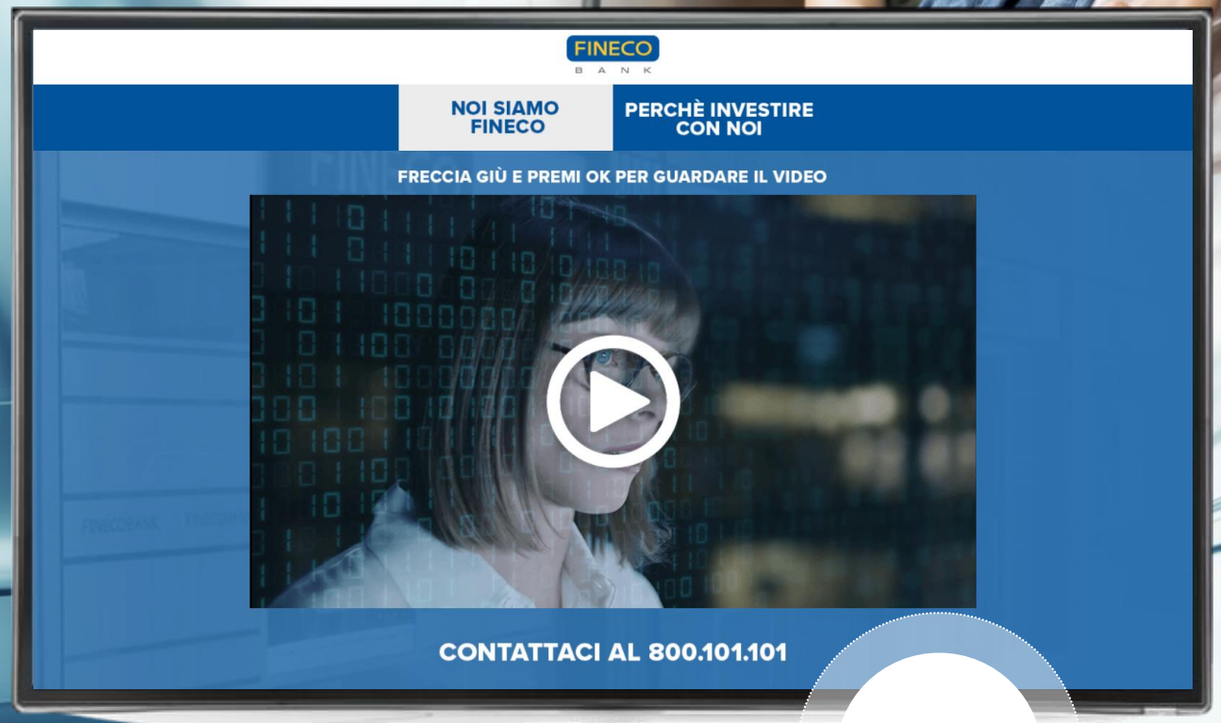
AD+ INSIDE

TV SITE

Target: SOCIODEMO

FINECO BANK – INVESTI CON NOI

AD+ INSIDE



TV SITE

Target: **GEOLOCAL**

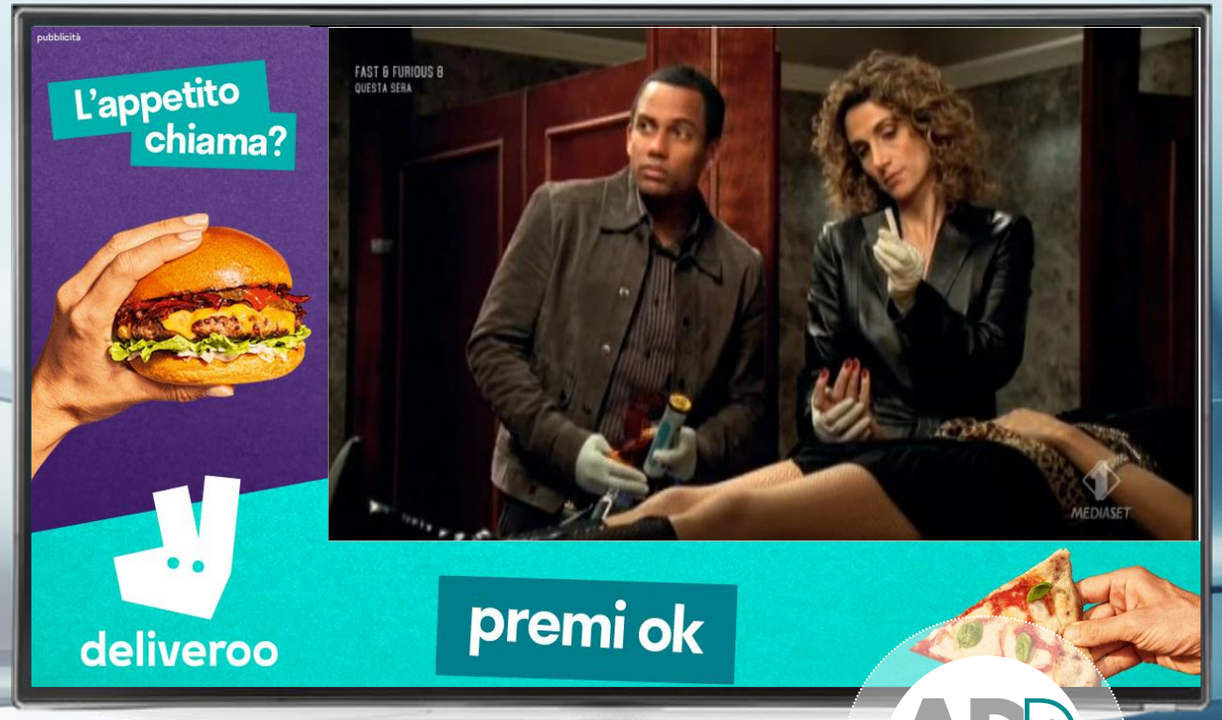
SKY - WIFI

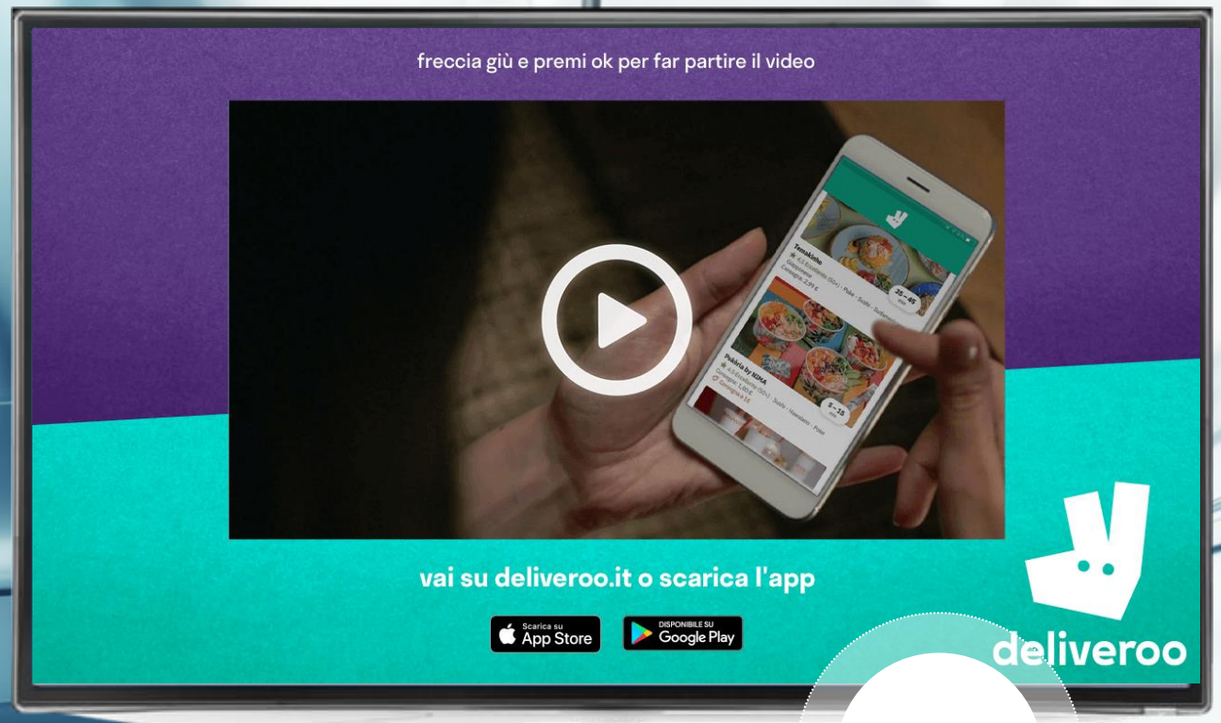
ADD+ INSIDE

TV SITE

Target: GEOLOCAL, AUDIENCE & INTEREST

DELIVEROO





AD+ INSIDE

TV SITE

Target: **GEOLOCAL**

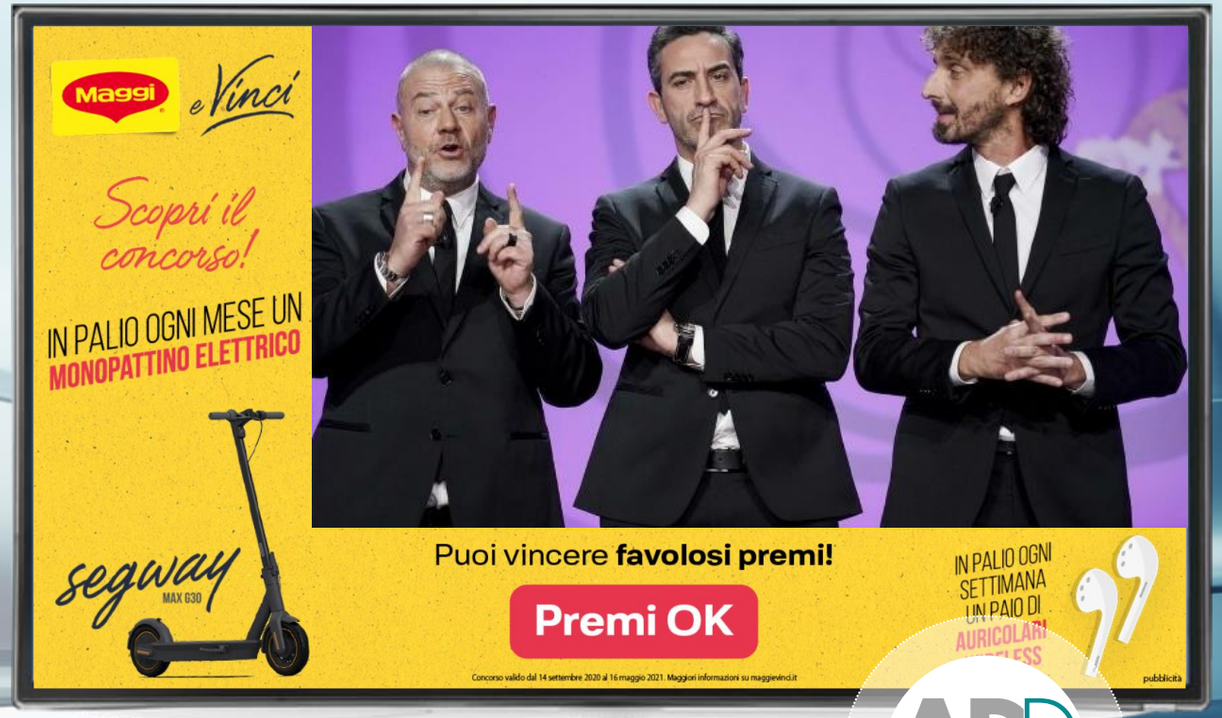
GRUPPO HERA

AD+ INSIDE

TV SITE

Target: **SOCIODEMO**

NESTLE’ - MAGGI



AD+ INSIDE

TV SITE

Target: GEOLOCAL, AUDIENCE & INTEREST

NISSAN – X-TRAIL

AD+ INSIDE

TV SITE

Target: **SOCIODEMO**

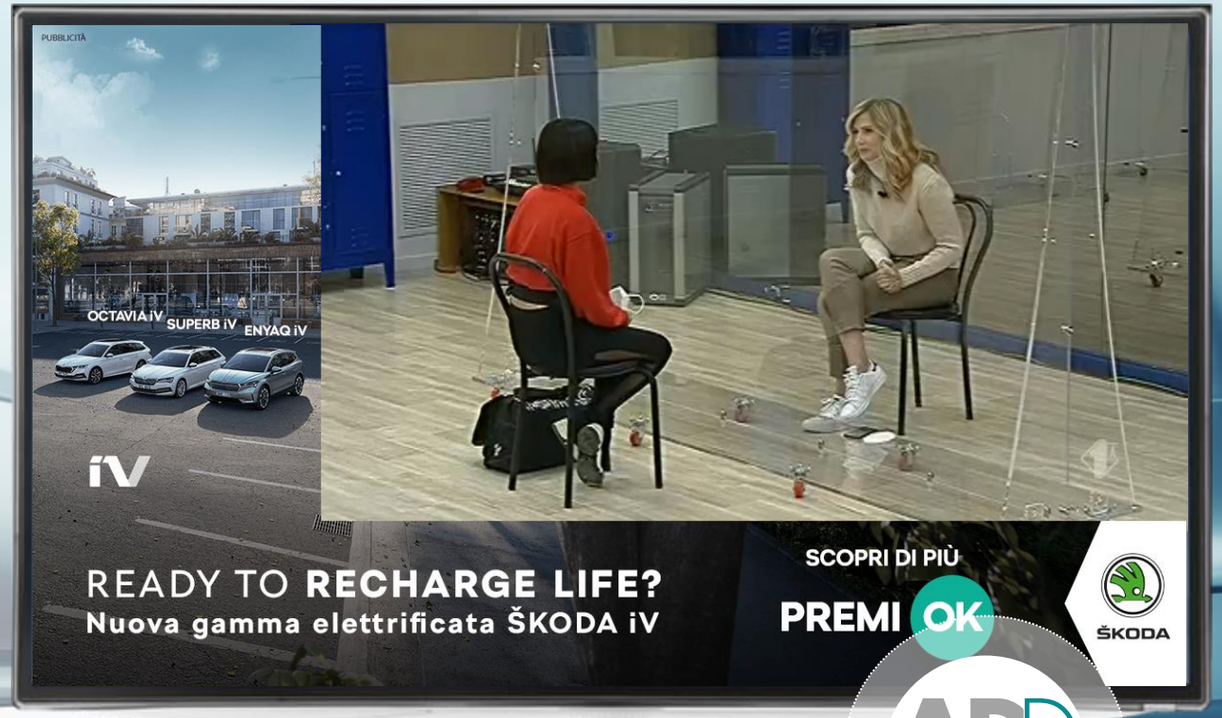
LEGO - REBUILD THE WORLD

AD+ INSIDE

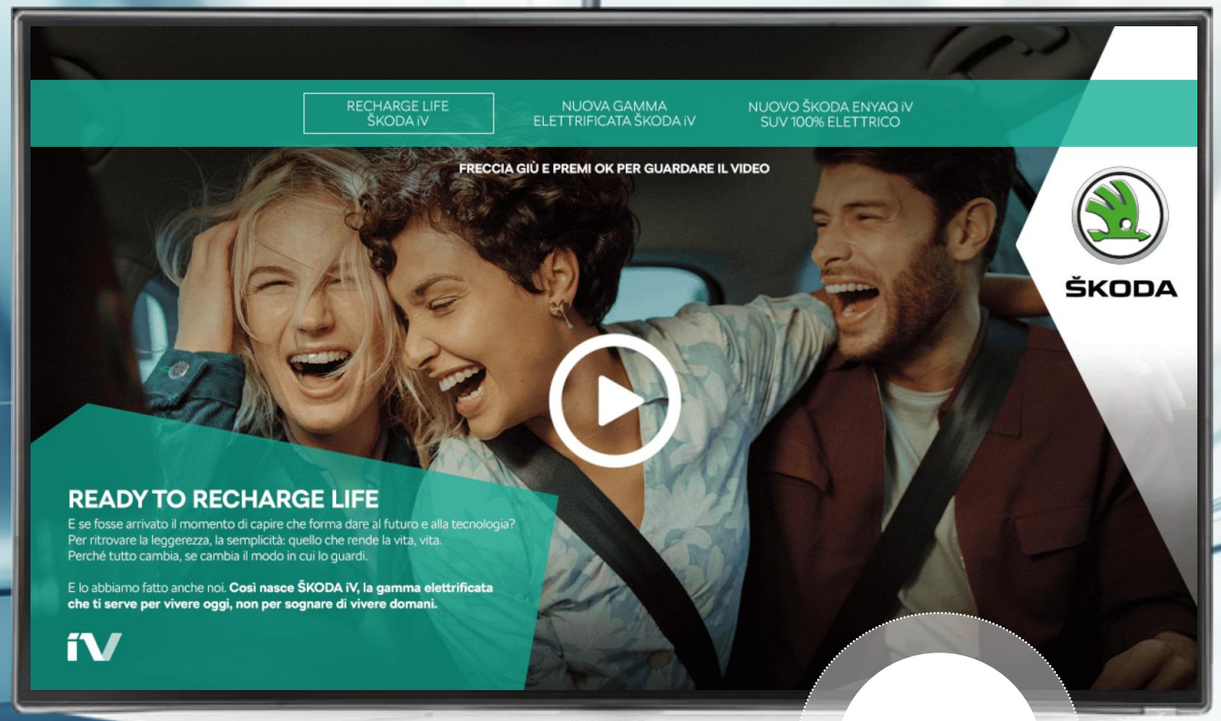
TV SITE

NO TARGET

VOLKSWAGEN – SKODA IV



AD+ INSIDE



TV SITE

NO TARGET

COCA COLA - ADEZ

AD+ INSIDE

TV SITE

Target: AUDIENCE & INTEREST

NESTLE' - PURINA

AD+ INSIDE

TV SITE

Target: **SOCIODEMO**

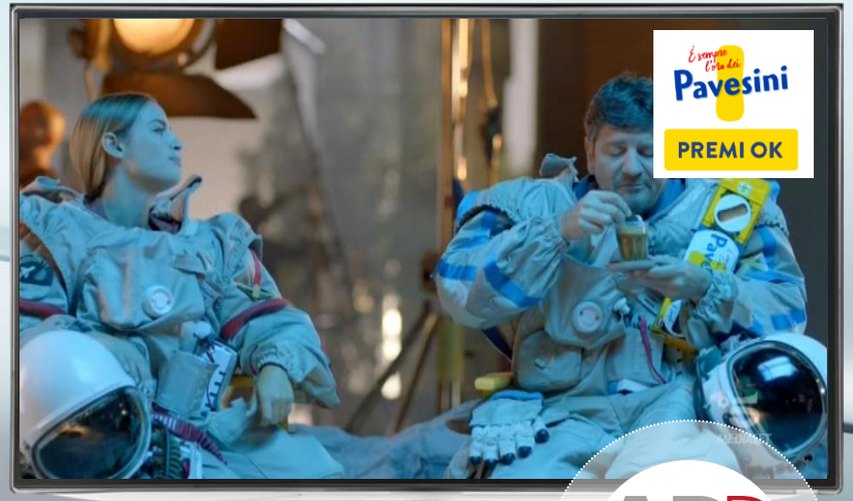
SOFFASS – CARTA CAMOMILLA

AD+ INSIDE

TV SITE

NO TARGET

BARILLA PAVESI - PAVESINI



ADD+ OVER

ADD+ INSIDE

TV SITE

Target: SOCIODEMO

CAMEO - PANEANGELI

AD+ INSIDE

TV SITE

Target: **GEOLOCAL**

IKEA – ZONA ROSSA/ ZONA ARANCIONE

NO TARGET

DEICHMANN – BLACK WEEK

AD+ INSIDE

TV SITE

Target: **GEOLOCAL, SOCIODEMO**

NESTLE' - STARBUCKS

AD+ INSIDE

TV SITE

Target: **GEOLOCAL**

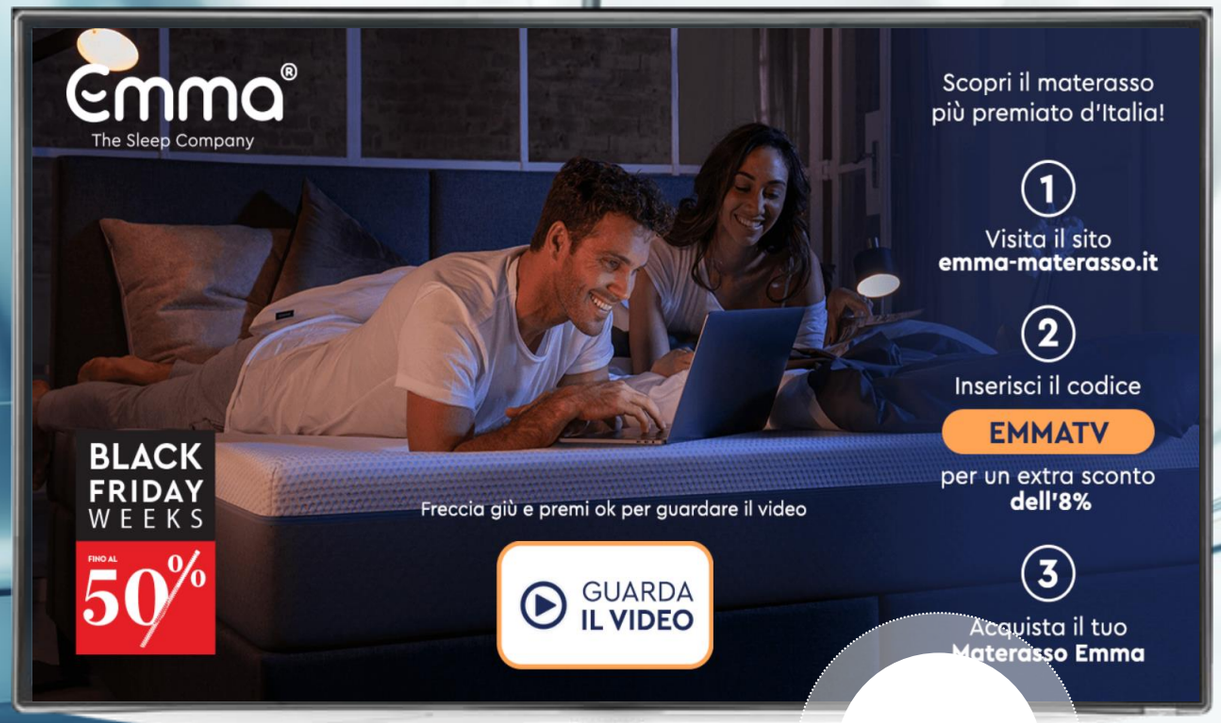
NESTLE’- NESCAFE’ GOLD

AD+ INSIDE

TV SITE

Target: **GEOLOCAL**

EMMA – BLACK FRIDAY

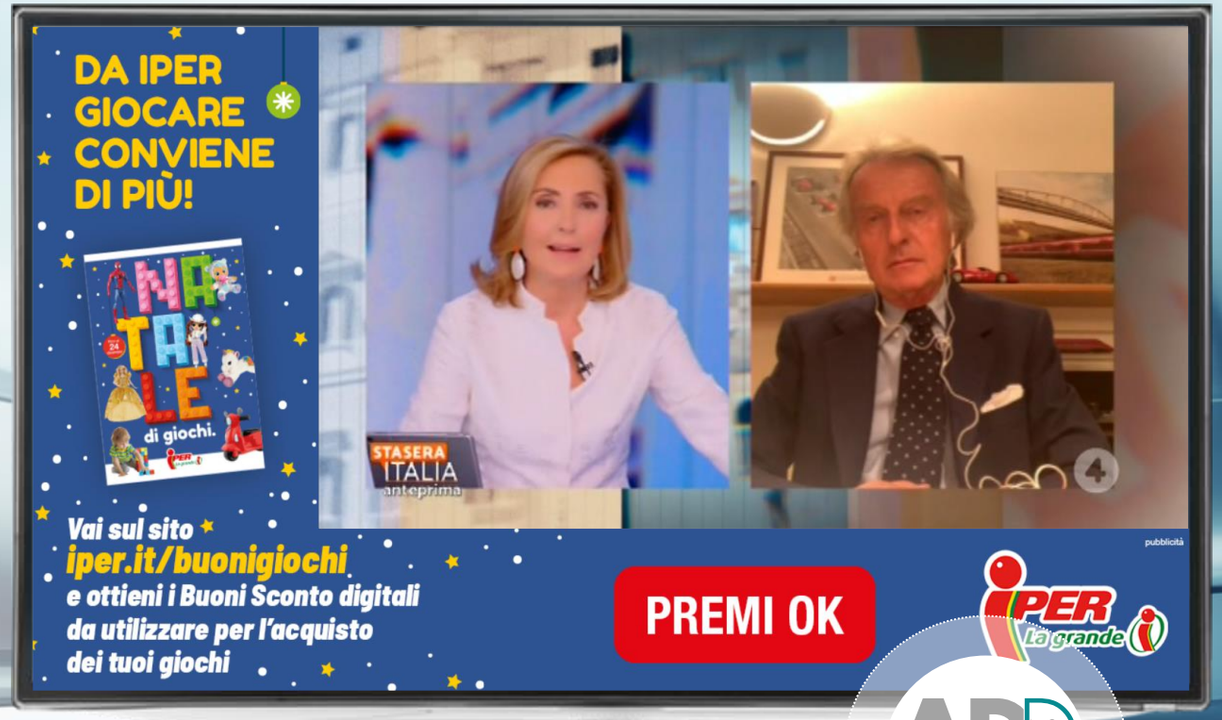


AD+ INSIDE

TV SITE

Target: **GEOLOCAL**

IPER MONTEBELLO - GIOCATTOLI



AD+ INSIDE

TV SITE

Target: AUDIENCE & INTEREST

WHIRLPOOL – FORNI E PIANI A INDUZIONE

AD+ INSIDE

TV SITE

NO TARGET

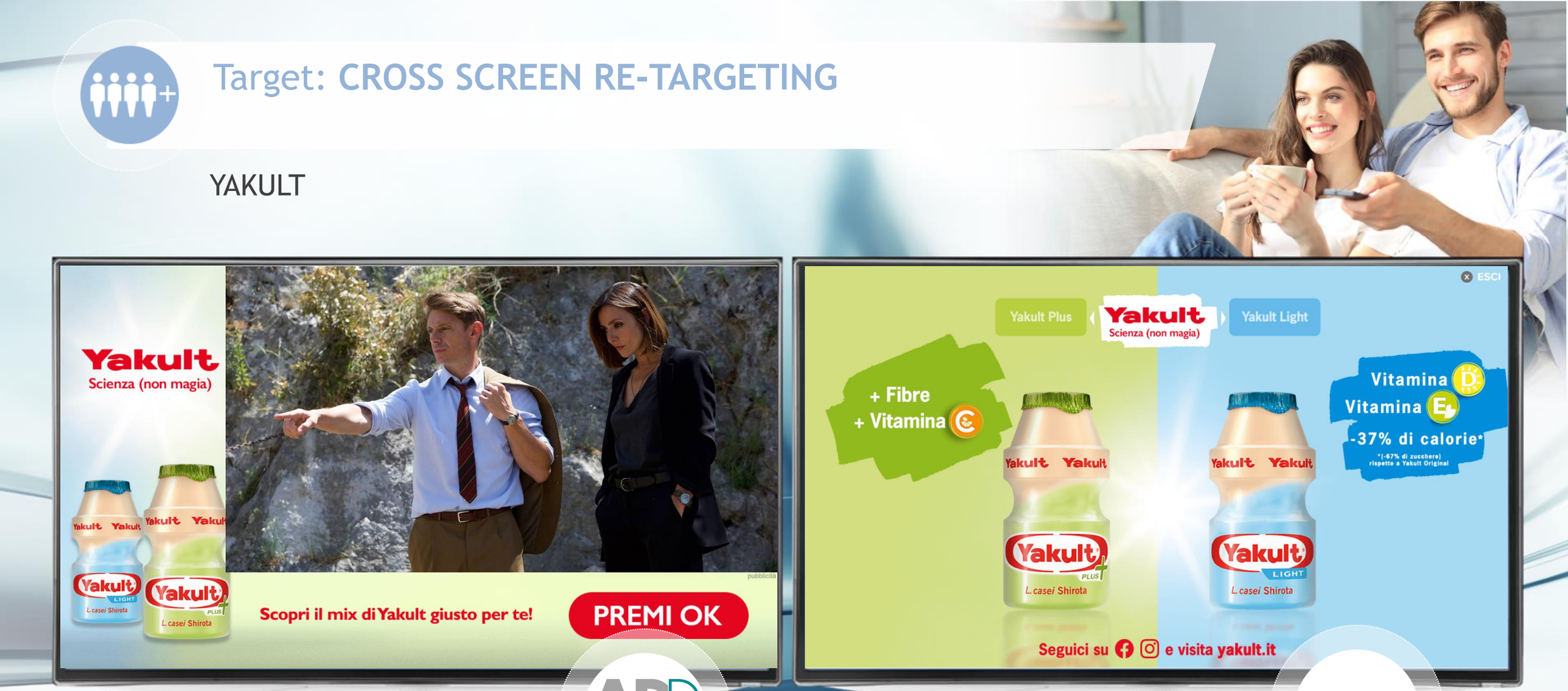
ATCM - AGCM

AD+ INSIDE

TV SITE

Target: CROSS SCREEN RE-TARGETING

YAKULT



Target: SOCIODEMO

HASBRO GAMING

AD+ INSIDE

TV SITE

Target: **GEOLOCAL**

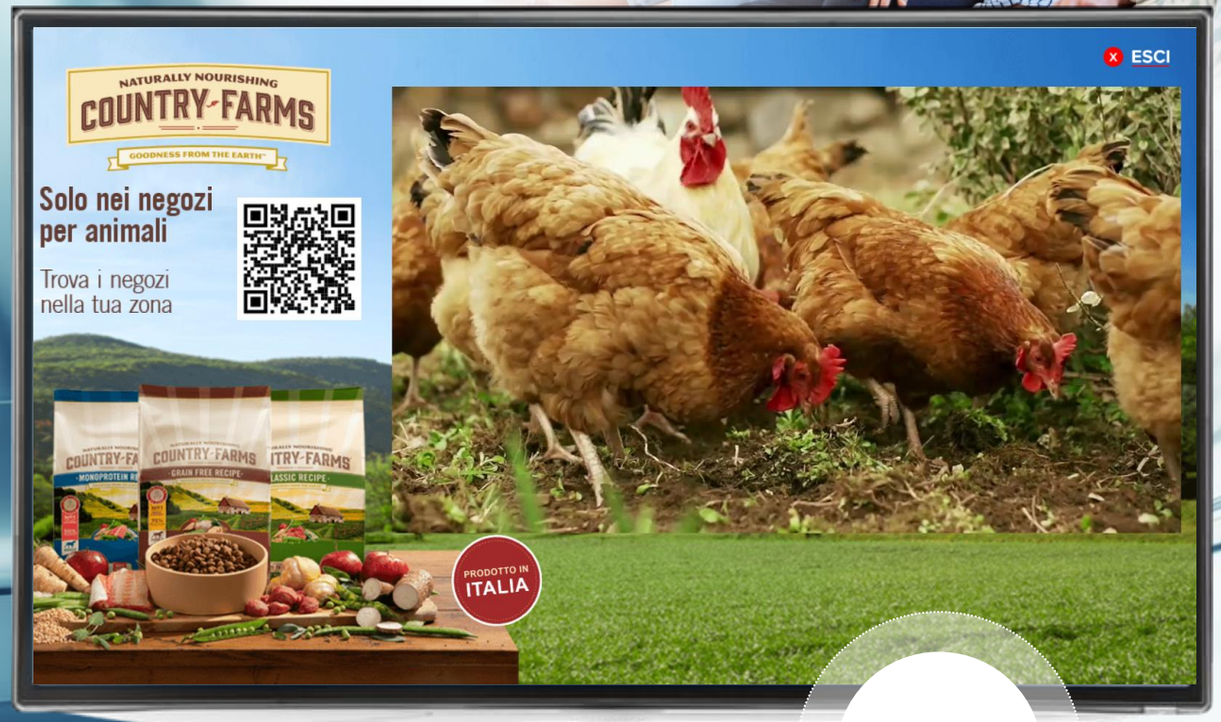
DEM SUPERMERCATI – BLACK FRIDAY

AD+ INSIDE

TV SITE

Target: **SOCIODEMO, AUDIENCE & INTEREST**

NESTLE' – PURINA COUNTRY FARMS

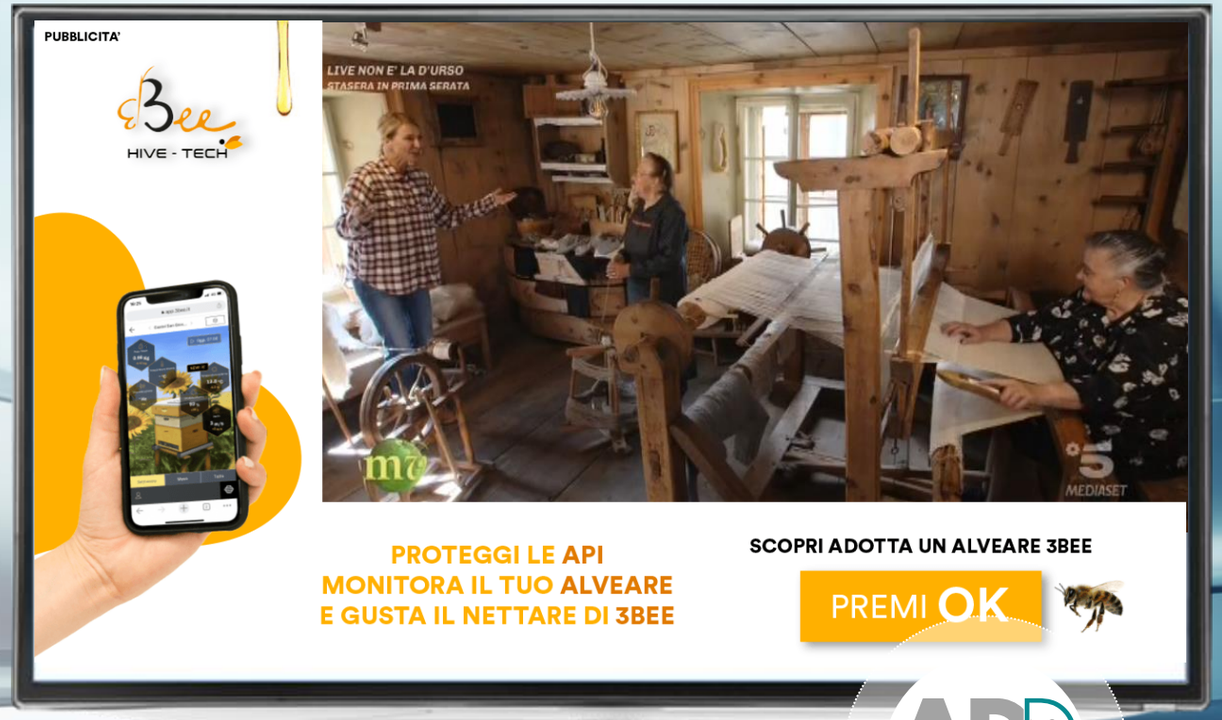


AD+ INSIDE

TV SITE

NO TARGET

3BEE



AD+ INSIDE

TV SITE

Target: **GEOLOCAL, SOCIODEMO**

L’ISOLA DEI TESORI – O-LIFE

AD+ INSIDE

TV SITE

Target: **GEOLOCAL**

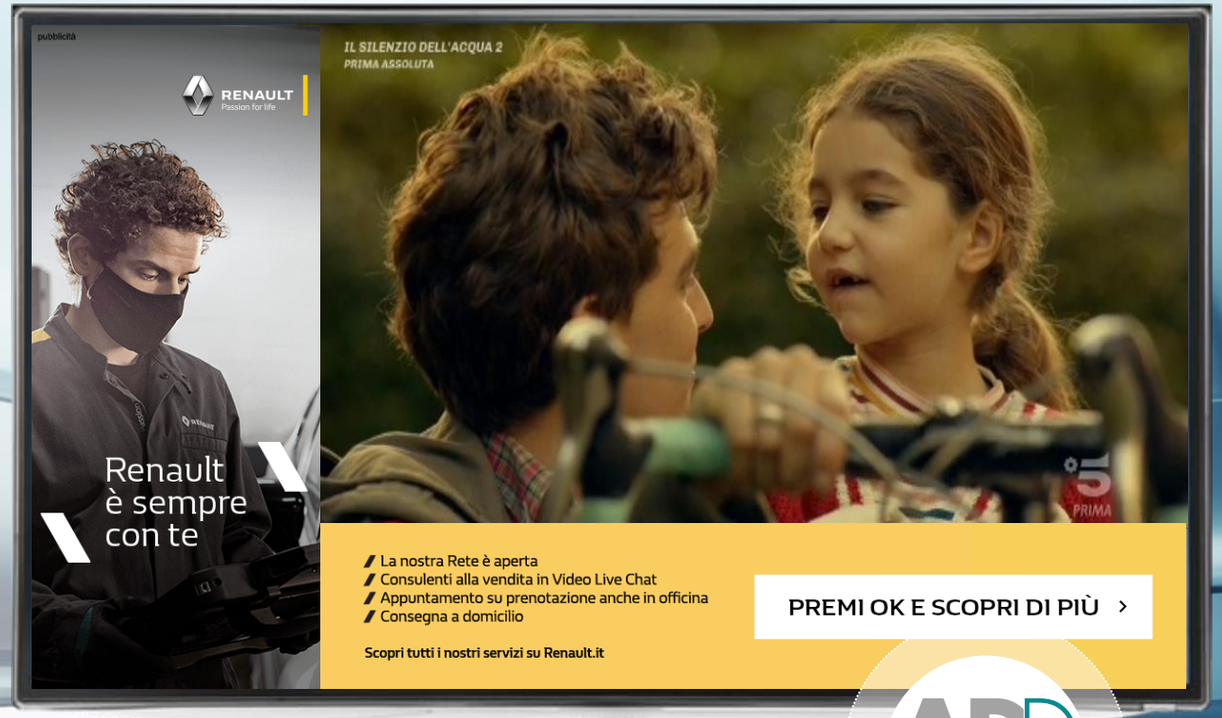
FUTURALINE – CARTA WOW

AD+ INSIDE

TV SITE

NO TARGET

RENAULT – SEMPRE CON TE

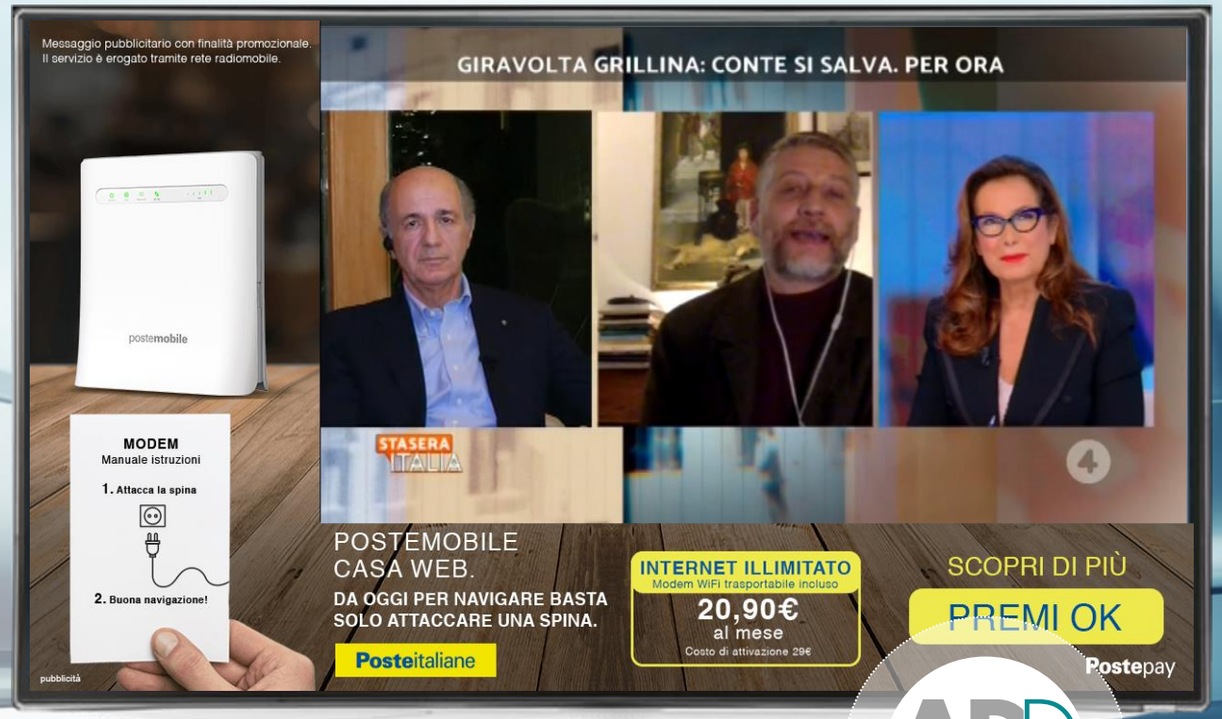


AD+ INSIDE

TV SITE

Target: **BITRATE CONNESSIONE**

POSTE MOBILE – CASA WEB 3

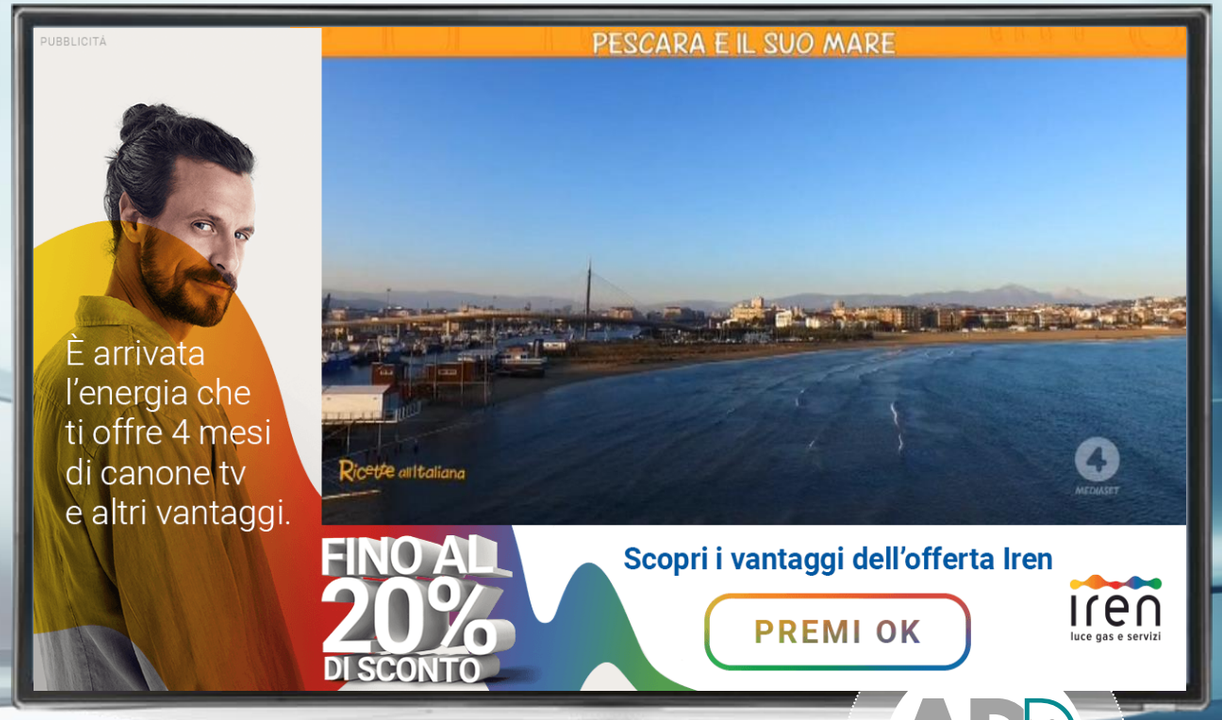


AD+ INSIDE

TV SITE

Target: **GEOLOCAL**

IREN – LUCE E GAS



AD+ INSIDE

TV SITE

Target: **SOCIODEMO**

WIDIBA

AD+ INSIDE

TV SITE

Target: **GEOLOCAL**

DEM SUPERMERCATI – SOTTOCOSTO DICEMBRE

AD+ INSIDE

TV SITE

Target: **GEOLOCAL**

DEM SUPERMERCATI – BUON NATALE

AD+ INSIDE

TV SITE

Target: SOCIODEMO

YADA – NEN ENERGIA

AD+ INSIDE

TV SITE

Target: SOCIODEMO

PANDORA - GIOIELLI

ADD INSIDE

TV SITE

NO TARGET

NESPRESSO – NUOVO VERTUO

AD+ INSIDE

TV SITE

Target: **GEOLOCAL**

TORREFATTORI ASSOCIATI – CAFFE’ BOASI

AD+ INSIDE

TV SITE

Target: SOCIODEMO

LOTTOMATICA - LOTTERIA ITALIA

AD+ INSIDE

TV SITE

Target: AUDIENCE & INTEREST

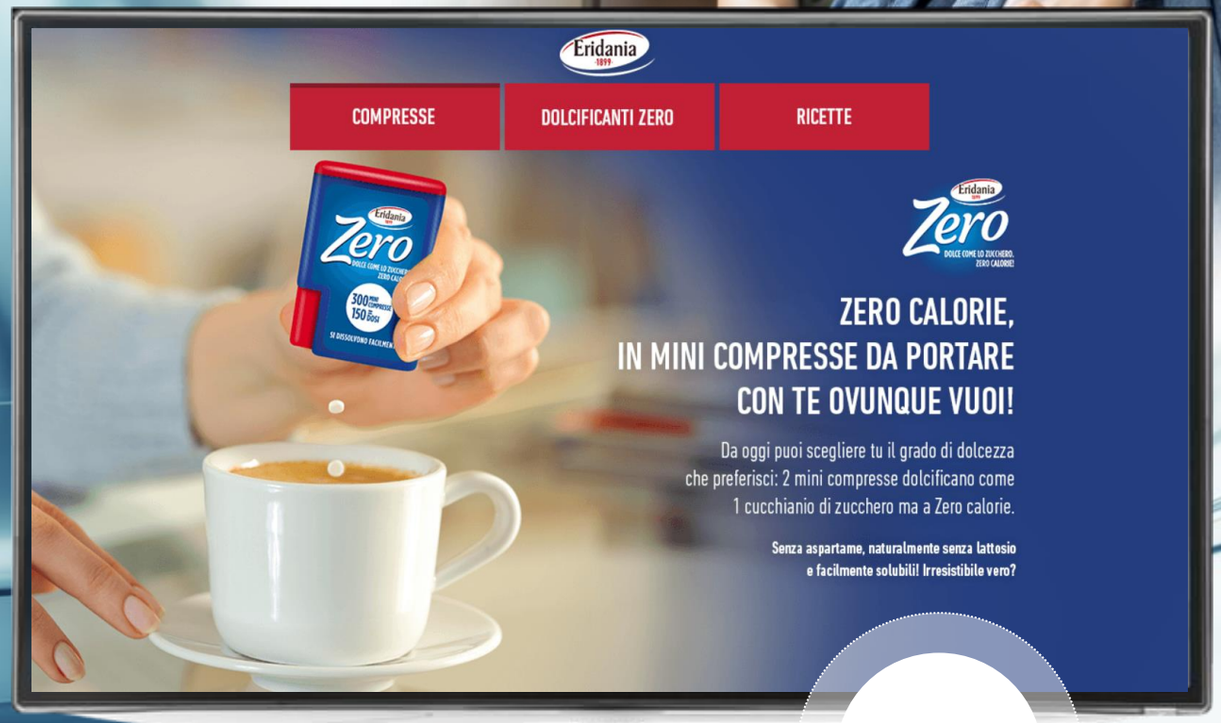
ANTRESS - MANILA GRACE

AD+ INSIDE

TV SITE

Target: **GEOLOCAL, SOCIODEMO, AUDIENCE & INTEREST**

ERIDANIA – ZERO

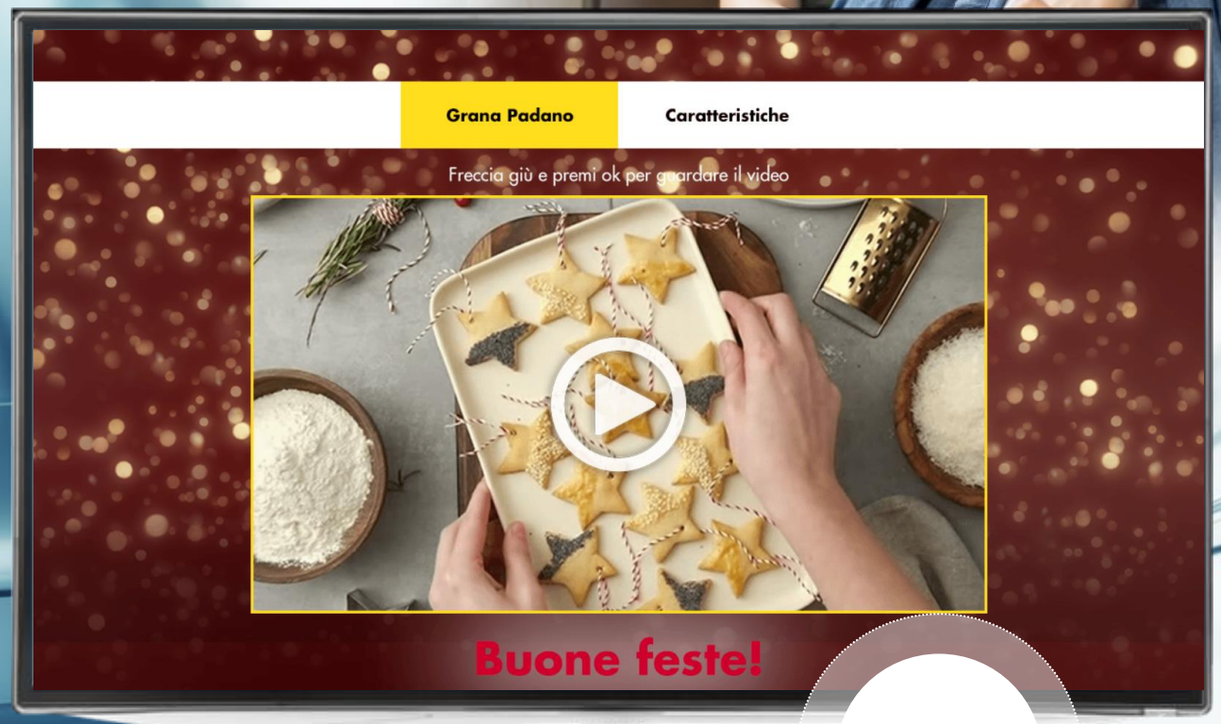


AD+ INSIDE

TV SITE

Target: SOCIODEMO

CONSORZIO TUTELA GRANA PADANO



AD+ INSIDE

TV SITE

NO TARGET

BURGER KING - TI SIAMO VICINI (ZONA ROSSA, ARANCIONE, GIALLA)

AD+ INSIDE

TV SITE

Target: **GEOLOCAL**

ENERCOM – LUCE E GAS

AD+ INSIDE

TV SITE

Target: **GEOLOCAL**

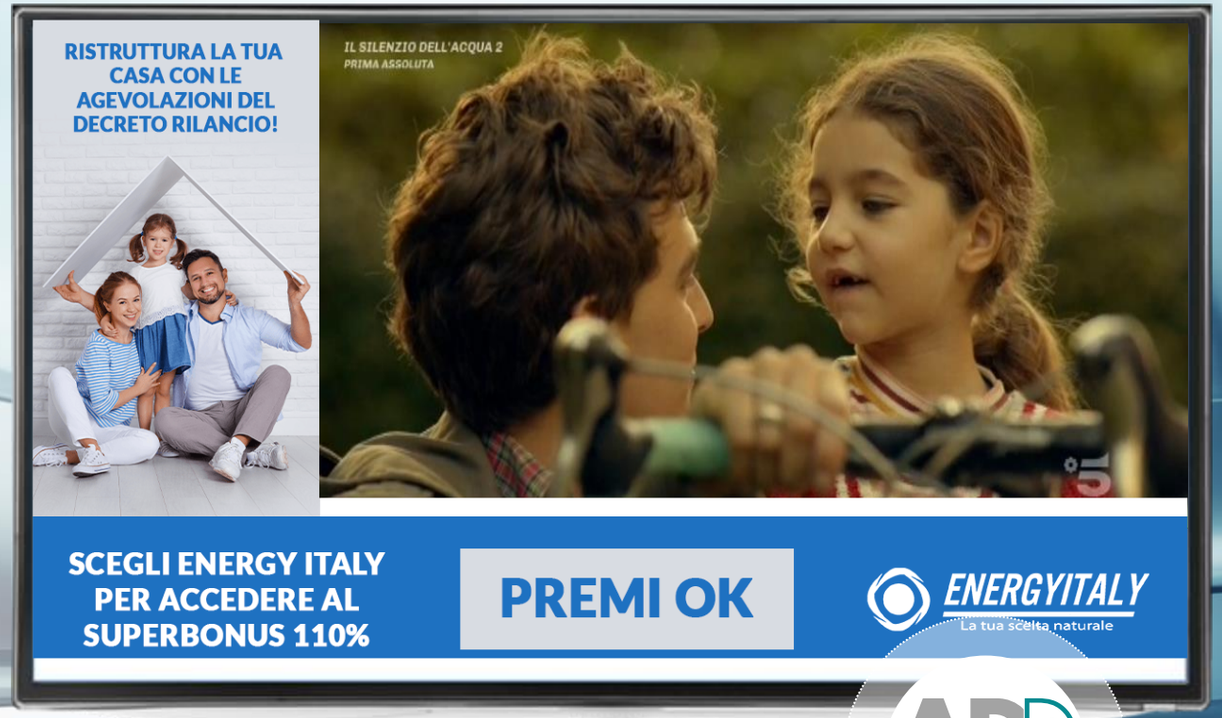
IPER MONTEBELLO – GRANDE OFFERTA

AD+ INSIDE

TV SITE

NO TARGET

ENERGYITALY



AD+ INSIDE

TV SITE

Target: **GEOLOCAL**

THE STYLE OUTLETS – CASTELGUELFO E VICOLUNGO

AD+ INSIDE

TV SITE

NO TARGET

MEDIAMARKET – MEDIAWORLD SOTTOCOSTO

AD+ INSIDE

TV SITE

Target: **GEOLOCAL**

IPERAL SUPERMERCARTI - OGGI A CASA TUA

AD+ INSIDE

TV SITE

Target: **GEOLOCAL**

ALDI – IL NATALE TI SORPRENDE

ADD INSIDE

TV SITE

Target: SOCIODEMO

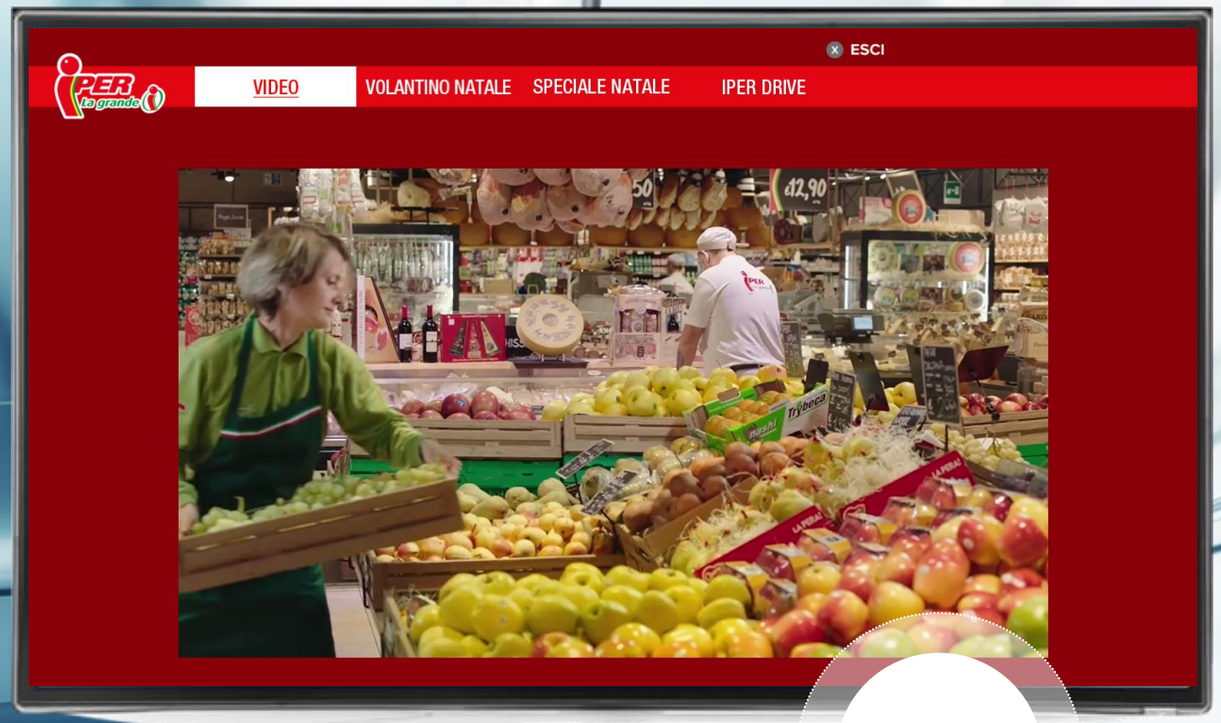
PENNY MARKET

AD+ INSIDE

TV SITE

Target: **GEOLOCAL**

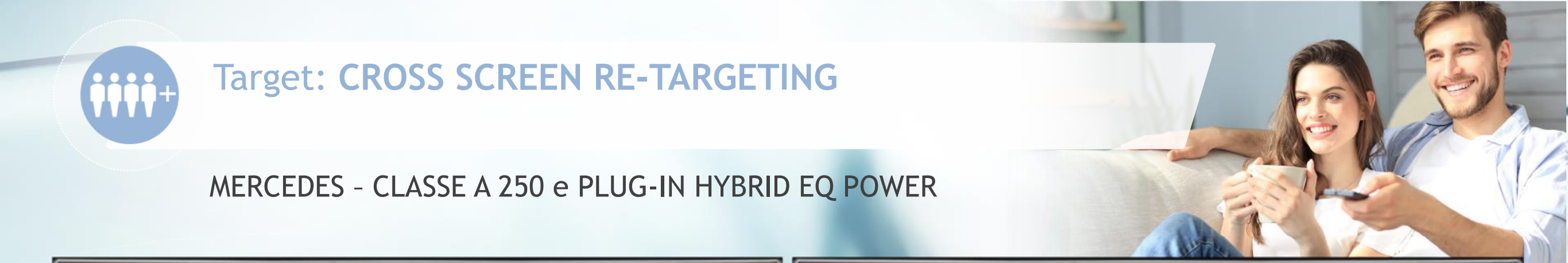
IPER MONTEBELLO – NATALE GRANDE AUGURIO



AD+ INSIDE

TV SITE

Target: CROSS SCREEN RE-TARGETING



MERCEDES – CLASSE A 250 e PLUG-IN HYBRID EQ POWER

AD+ INSIDE

TV SITE

Target: **GEOLOCAL, SOCIODEMO, AUDIENCE & INTEREST**

L'OREAL GARNIER – HAIR FOOD

AD+ INSIDE

TV SITE

NO TARGET

SANOFI – NOVANIGHT

AD+ INSIDE

TV SITE

Target: **SOCIODEMO**

PROCTER & GAMBLE – PANTENE

AD+ INSIDE

TV SITE

Target: AUDIENCE & INTEREST

VOLKSWAGEN – SEAT CUPRA

AD+ INSIDE

TV SITE

Target: **GEOLOCAL**

DEM SUPERMERCATI – BUON 2021

AD+ INSIDE

TV SITE

Target: SOCIODEMO

PROCTER & GAMBLE - ZZZQUIL

AD+ INSIDE

TV SITE

CAMPAGNE: NOVEMBRE 2020

CLIENTE/PRODOTTO	TIPOLOGIA PROFILAZIONE
STANNAH - MONTASCALE	GEOLOCAL
L'OREAL – RITOCCO PERFETTO	SOCIODEMO
LEGO – REBUILD THE WORLD	SOCIODEMO
PERFETTI VAN MELLE – GOLIA ACTIVE PLUS	SOCIODEMO
BARILLA – SUGHI CARNE	-
CAMPARI – APEROL	-
CRESPI MILANO – IL BUCATO DI ADELE	SOCIODEMO
RENAULT – CLIO HYBRID	-
SAMSUNG – GALAXY Z FLIP	SOCIODEMO

CAMPAGNE: NOVEMBRE 2020

CLIENTE/PRODOTTO	TIPOLOGIA PROFILAZIONE
FEDERUNACOMA – EIMA DIGITAL	-
BARILLA MINI FETTE	-
LEASEPLAN – WHAT'S THE NEXT?	AUDIENCE & INTEREST
WHIRPOOL – FORNI E PIANI A INDUZIONE	AUDIENCE & INTEREST
RENAULT - ZOE	GEOLOCAL
KIMBERLY CLARK - SCOTTEX	-
SKY ITALIA –WIFI	GEOLOCAL
ENEL ENERGIA	-
UCB PHARMA - ADVANTAGE	SOCIODEMO

CAMPAGNE: NOVEMBRE 2020

CLIENTE/PRODOTTO	TIPOLOGIA PROFILAZIONE
SAMSUNG – S20 FE	SOCIODEMO
INTESA SAN PAOLO - CASA	GEOLOCAL, SOCIODEMO
FOSSATI SERRAMENTI	AUDIENCE & INTEREST
BARILLA – PLUM CAKE	-
CHANEL - COCO MADEMOISELLE	SOCIODEMO
PARMACOTTO	AUDIENCE & INTEREST
VOLVO - XC40 T4	SOCIODEMO
DOMPE' - CEBION	SOCIODEMO
TOYOTA - RAV4	-

CAMPAGNE: NOVEMBRE-DICEMBRE 2020

CLIENTE/PRODOTTO	TIPOLOGIA PROFILAZIONE
FCA DEALERS	GEOLOCAL (6 Creatività per 6 Province)
MERCEDES - NUOVO GBL	SOCIODEMO, AUDIENCE & INTEREST
MERCEDES - SMART	SOCIODEMO, AUDIENCE & INTEREST
ILIAD	SOCIODEMO
DELACRE - BISCUITS	-
NINTENDO - MARIO BROS DELUXE	SOCIODEMO
PIATTI FRESCHI BERETTA – VIVA LA MAMMA	GEOLOCAL
SKY ITALIA – NOW TV	AUDIENCE & INTEREST
L'OREAL LANCOME – LA VIE EST BELLE	SOCIODEMO

CAMPAGNE: NOVEMBRE-DICEMBRE 2020

CLIENTE/PRODOTTO	TIPOLOGIA PROFILAZIONE
L'OREAL YVES SAINT LAURENT- BLACK OPIUM	SOCIODEMO
MAZDA – MX30	SOCIODEMO
RENAULT – SEMPRE CON TE	-
CAMPARI – AMARO AVERNA	-
SKY ITALIA – NOW TV	AUDIENCE & INTEREST
AGCM	-
GENERALI	SOCIODEMO

CAMPAGNE: DICEMBRE 2020

CLIENTE/PRODOTTO	TIPOLOGIA PROFILAZIONE
UNICREDIT	SOCIODEMO
L'OREAL ELVIVE - PURPLE	SOCIODEMO
L'OREAL LANCOME - IDOLE	SOCIODEMO
L'OREAL ARMANI – ACQUA DI GIO'	SOCIODEMO
L'OREAL VALENTINO – VOCE VIVA	SOCIODEMO
L'OREAL ARMANI – MY WAY	SOCIODEMO
L'OREAL - ALIEN	SOCIODEMO
L'OREAL YSL - LIBRE	SOCIODEMO
L'OREAL GARNIER BIO - CANAPA	SOCIODEMO

CAMPAGNE: DICEMBRE 2020

CLIENTE/PRODOTTO	TIPOLOGIA PROFILAZIONE
EBAY	-
BPER BANCA	GEOLOCAL
IBSA VITAMINA D3	SOCIODEMO
CHANEL N.5	CUSTOM TARGET SMART METROPOLITAN WOMEN, FASHION SHOPPERS, INTERESTED IN FASHION, BEAUTY, LUXURY & LIFESTYLE
PUIG JEAN PAUL GAULTIER - LA BELLE & LE MALE	-
CAMPARI - CRODINO	-
KIMBERLY CLARK - SCOTTEX	-
PUIG PACO RABANNE – 1 MILLION	-
IPER - NATALE	GEOLOCAL

CAMPAGNE: DICEMBRE 2020

CLIENTE/PRODOTTO	TIPOLOGIA PROFILAZIONE
GS - CARREFOUR	GEOTARGET (5 Creatività)
FCA DEALERS – 500X SPORT	GEOTARGET (3 Creatività)
COCA-COLA	-
DOMPE' – OKI TASK	SOCIODEMO

CAMPAGNE: DICEMBRE 2020 - GENNAIO 2021

CLIENTE/PRODOTTO	TIPOLOGIA PROFILAZIONE
L'OREAL GARNIER HAIR FOOD	SOCIODEMO, AUDIENCE & INTEREST
BMW – IX3	SOCIODEMO
FERROVIE DELLO STATO	-
VOLKSWAGEN – SEAT CUPRA	AUDIENCE & INTEREST
IPERAL SUPERMERCATI	GEOLOCAL
IBSA - FLECTOR ARTRO	SOCIODEMO
IBSA - FLECTOR GO	SOCIODEMO
KIMBERLY CLARK – SCOTTEX FAZZOLETTI	-
MERCEDES – CLASSE A 250 e PLUG-IN HYBRID EQ POWER	SOCIODEMO, AUDIENCE & INTEREST, RE-TARGETING