Olivetti and Havas Media: partnership for advertising campaigns with audience planning

Olivetti, a company of TIM Group, and Adcity, Out-of-Home (OOH) advertising platform of the Havas Group, announce a partnership to promote audience planning in campaign strategies.

This partnership allows customers of Havas Media to exploit in-mobility data supplied by Olivetti to select the most effective and efficient OOH systems for single targets, with post-campaign assessment of results obtained. Integration of Olivetti Big Data with Adcity provides full platform functionality, allowing a more precise definition of data relating to outdoor audiences of use during pre-planning and assessment phases for each single campaign.

Giuseppe Sola, Olivetti Data Monetization Solutions Manager, affirms: "Our Big Data Platform allows both standard and ad-hoc solutions to be developed through the combination of advanced technologies with specific skills. The agreement reached with Havas Media, integration of Adcity technology and professional support provided by the agency, create a unique proposal for the outdoor area ".

Stefano Spadini, Havas Group Media CEO, comments: "In a world where technologies are multiplying, leading edge comes from the ability to identify those able to generate value for customers. The technical and professional expertise demonstrated by Olivetti integrating Big Data solutions with our Adcity platform provide a distinctive competitive advantage without rival on the market".