Success story

ria

How to enhance brand visibility for the Ria airport agency with pDOOH and flight data?

Powered by **displayce** x **JCDecaux**

CONTEXT

Using the context of an international festival to reach Ria's target audience

Using real-time flight data from Cirium to trigger the campaign's creatives automatically based on the flights informations of arriving passengers.
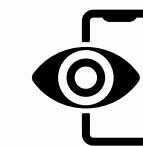
PLAN

- **Campaign dates:** 17/07/2024 to 04/09/2024
- **Diffusion area:** Brussels Airport, only on screens filtered and eligible through the selected segment.
- **Targeted audience:** Festival-goers arriving from outside the Schengen area
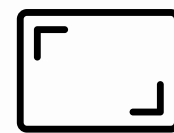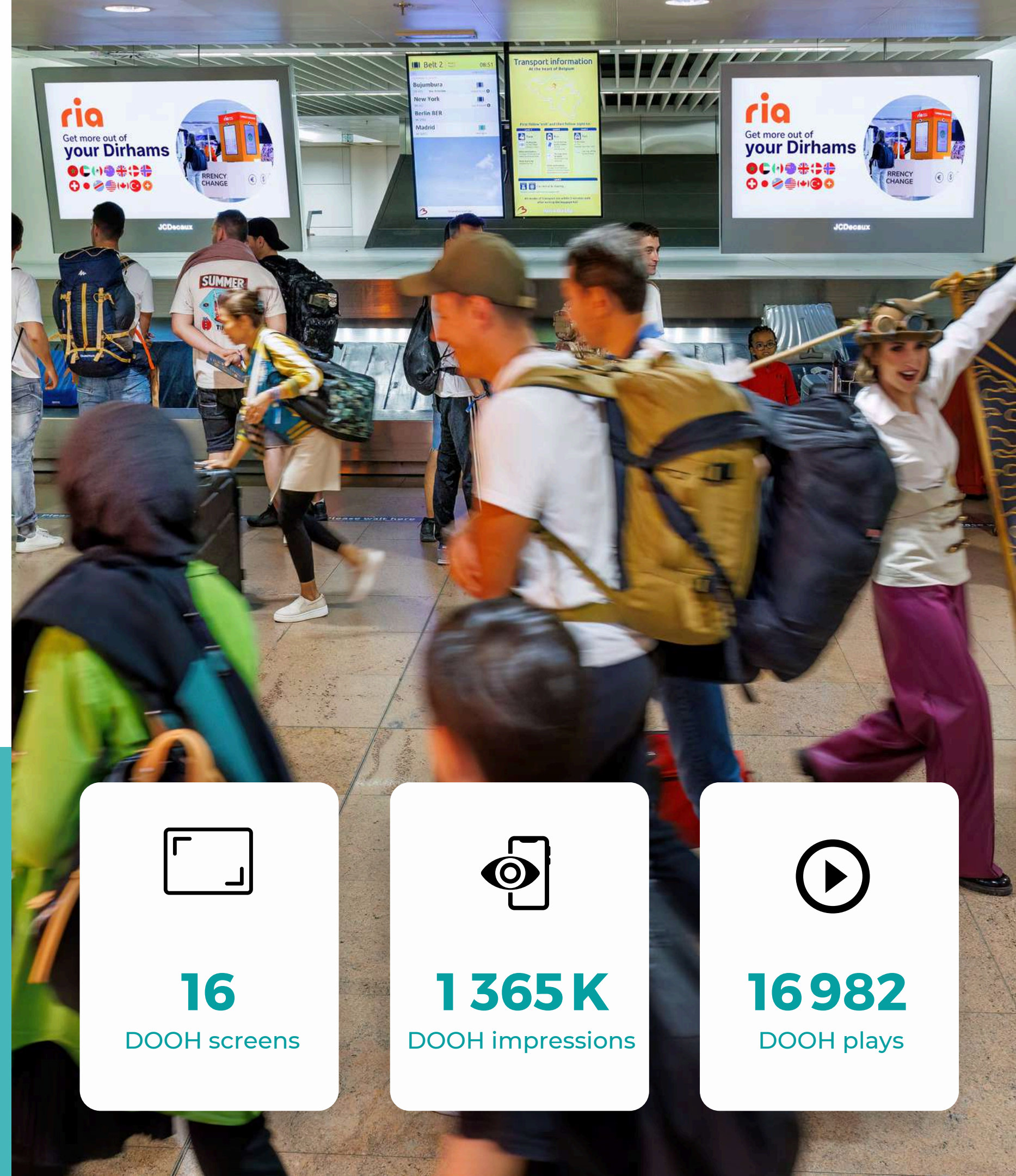
16 DOOH screens

1 365 K DOOH impressions

16 982 DOOH plays

Track Ria's target audience along their journey through the airport

Creatives

- **Eight different creatives** were broadcasted, each corresponding to a **specific currency.**
  - The creatives were triggered **according to the departure countries** that Ria wanted to target at **passenger's arrival in the airport.**

Custom dayparting & geographic targeting

- Broadcasting **only on Wednesdays,** at all hours **corresponding to the selected flights.**
- The ads were broadcast exclusively at **Brussels International Airport,** where RIA shop is located.

Flights data

- Activation of the segment **'airport - flights from'** for all countries **outside the Schengen area**
- Targeting passengers during their journey, on DOOH screens **from arriving gate to exit areas.**

Broadcasted with: CIRIUM aviation analytics   JCDecaux

Ria deployed a relevant, contextualized, and efficient pDOOH campaign with real-time flight data

This is the **first DOOH campaign** to use real-time flight triggers, thanks to Displayce DSP and JCDecaux International Airport offering. This dynamic approach enabled the campaign to target travelers from seven specific countries, delivering unique ads with currency-specific visuals. This high degree of personalization improved relevance and engagement, as evidenced by the 1.3 million impressions generated, **with a significant increase in viewer attention and recall**. The campaign was 2.8 times more cost-effective than traditional DOOH, as the ads were only triggered when the right audience was present. This unprecedented activation of real-time flight data demonstrated **the powerful synergy between contextual relevance and programmatic DOOH.**

2,8x
More cost efficient compared to traditionnal DOOH

+32%
In brain responses