

Success story

Frenchbee 

Leveraging context to simultaneous promote Frenchbee's low-cost flights in France and USA with pDOOH

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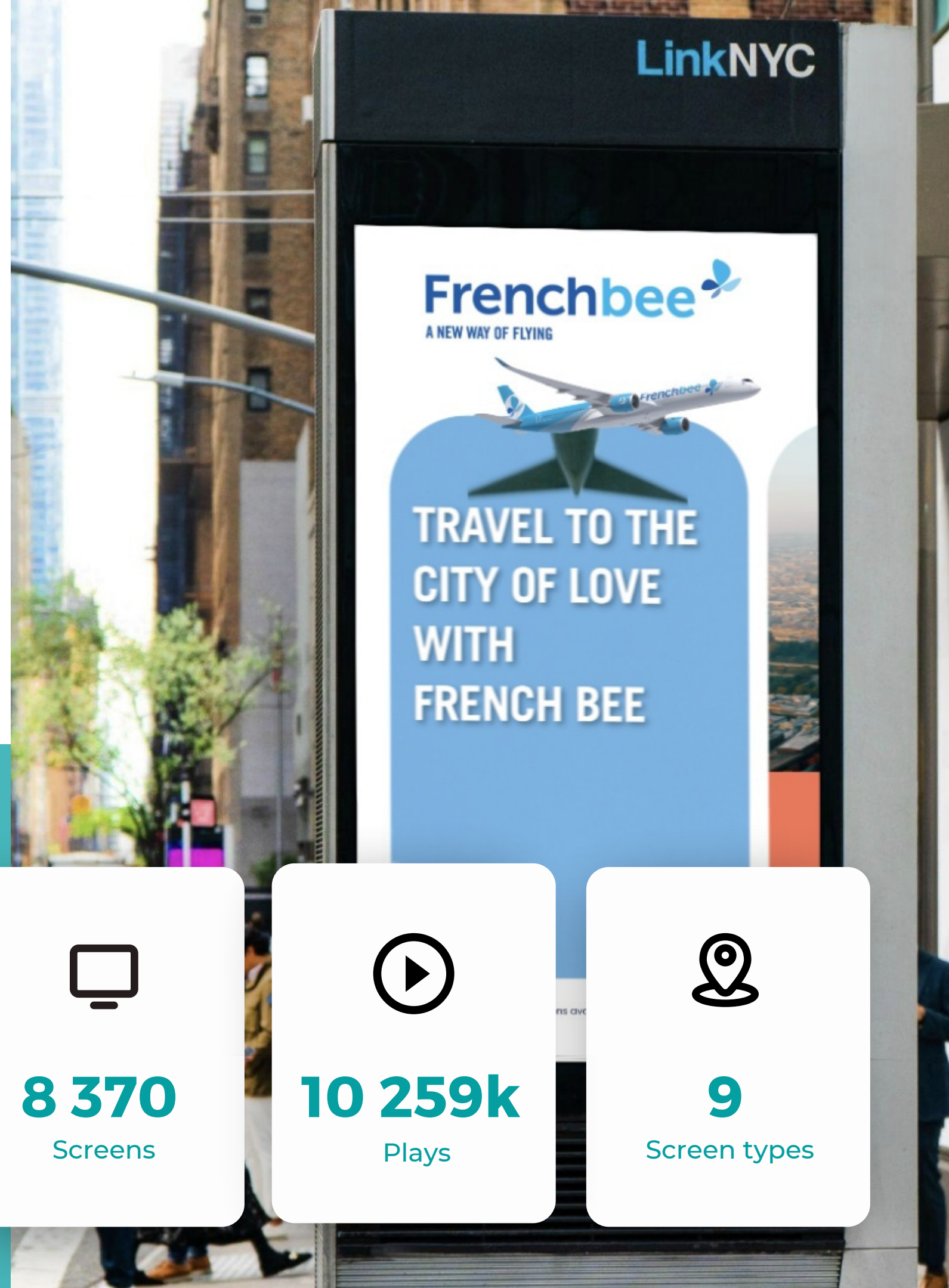
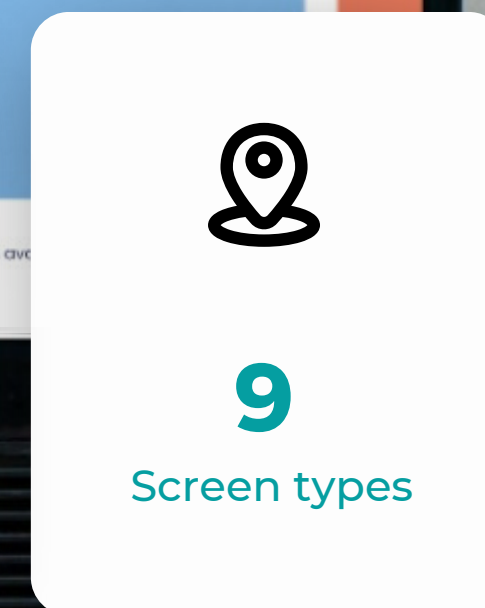
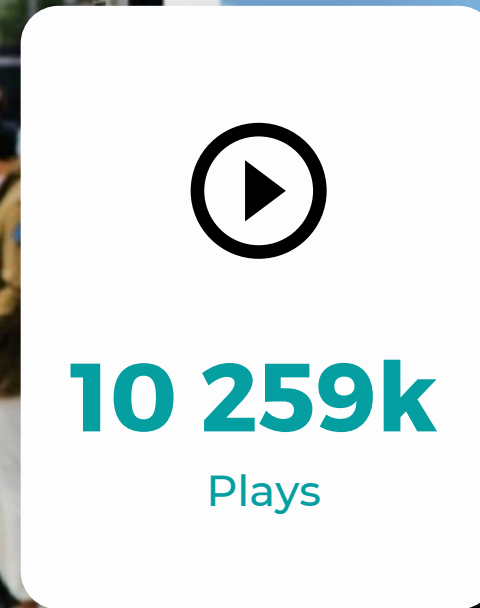
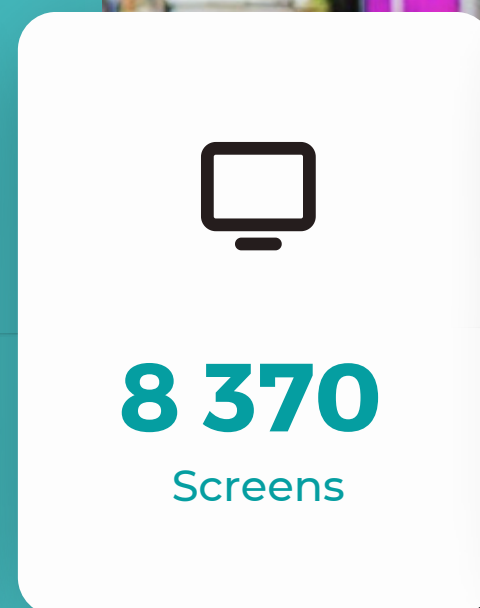
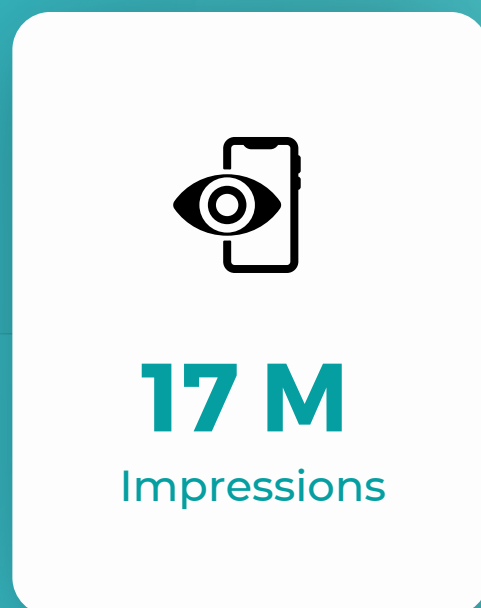
CONTEXT

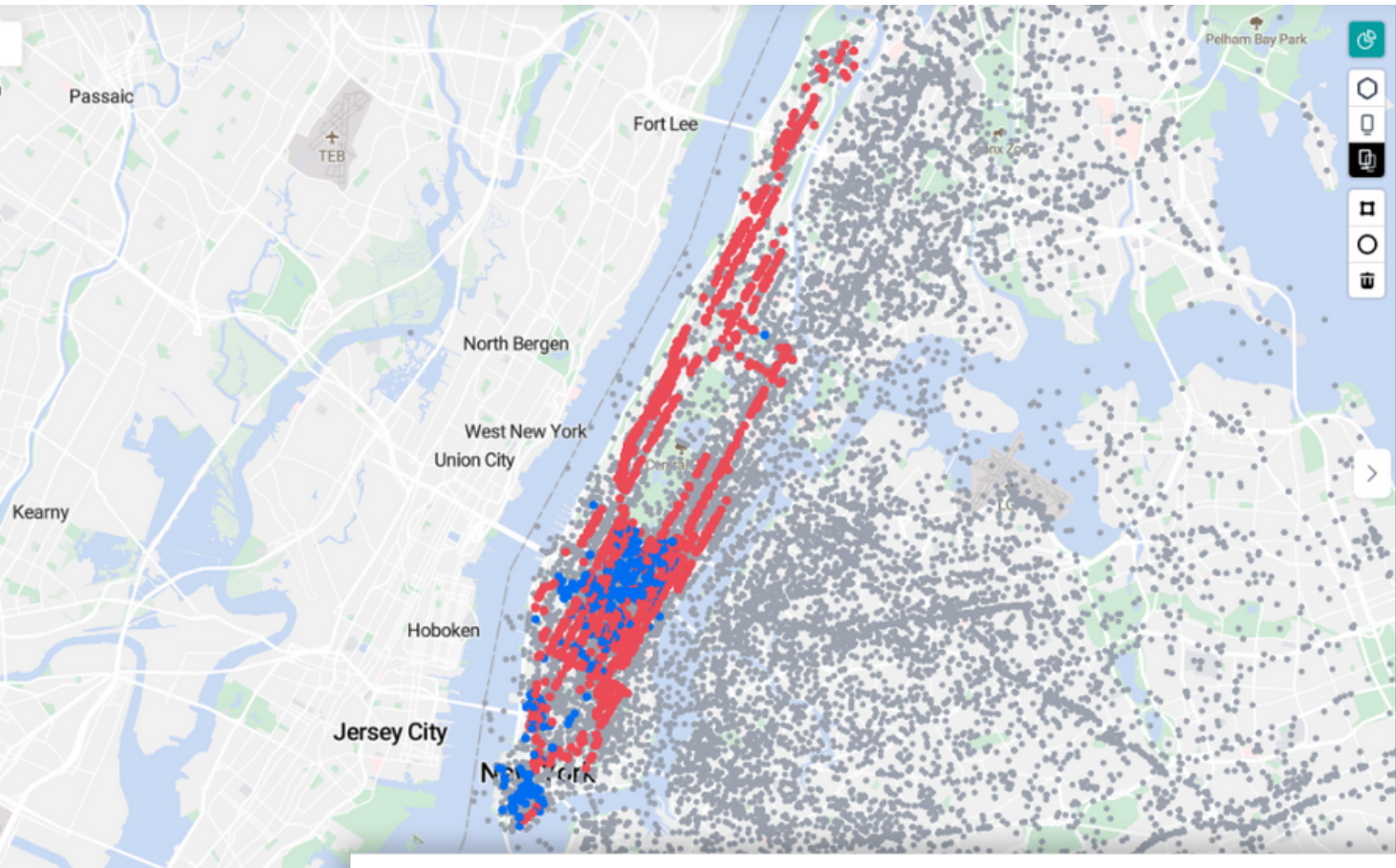
Increase awareness of Frenchbee's low-cost flight offers to travelers & families

Implement a year-long programmatic DOOH campaign targeting travelers in France and the United States, strategically aligning with their optimal contexts.

PLAN:

- **Period:** February/March to December 31, 2023
- **Audience:** Targeting families, adventurous individuals, travelers, and those interested in neighboring countries.
- **Location:** in cities served by the company's flights





STRATEGY

Targeting in departure and arrival countries over a year for maximum reach

Custom day and hour parting

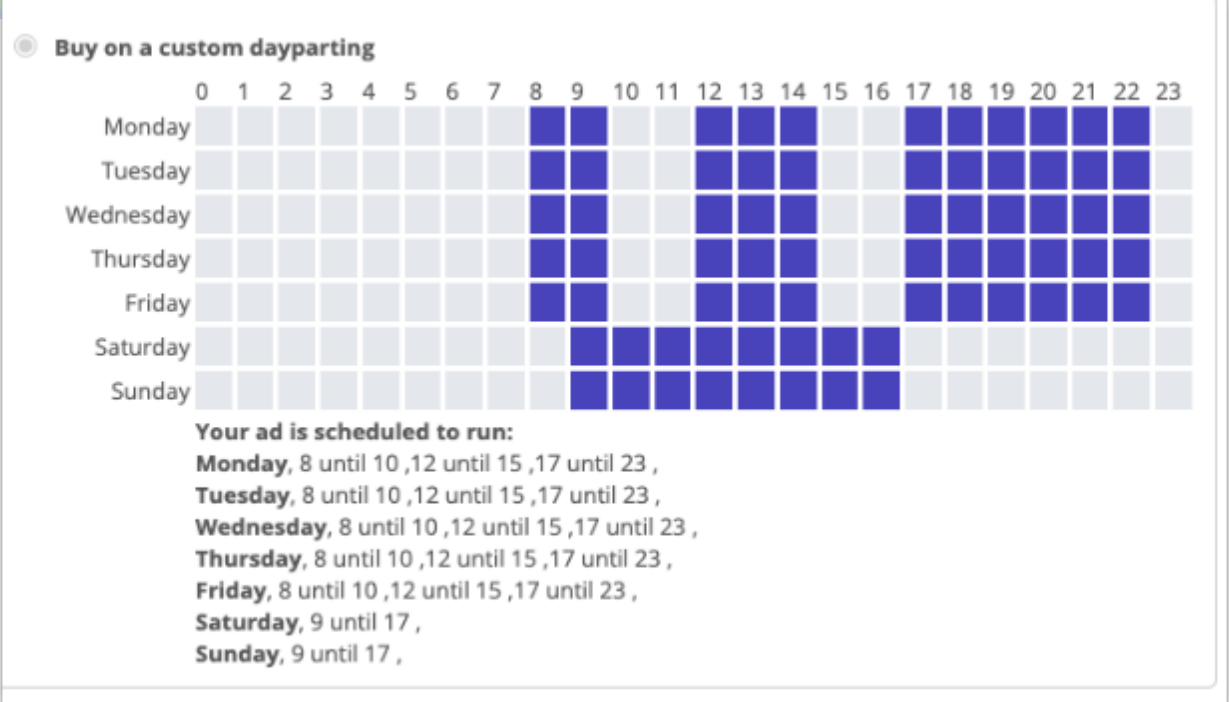
- Different diffusion schedule depending on the venue type and city
 - For exemple in Paris airports: from 8 am to 9 pm

Creatives

- Creatives are different for each destinations: Paris, Miami, San Francisco, New-York, Los Angeles

Diffusion areas

- Outdoor, malls, train stations, subways, gyms, taxi, offices, grocery and airports



CREATIVES

Tailored creatives aligned with distribution areas

Miami



New-York



Paris






RESULTS


A contextualized pDOOH campaign drives brand image, consideration and special intent

The mobile programmatic survey sent via Happydemics was conducted over one month during a highly strategic period. From August to September, when a significant number of people are on vacation and traveling. This allowed Frenchbee to **conduct a mid-campaign evaluation** and assess the effectiveness of their campaign, which proved to be effective. The brand experienced a noteworthy enhancement in special intent and consideration for future purchases.






Top 5%
Happydemics best performing campaigns



100
Impact Score
0 = Lowest impact
50 = Within average impact
100 = Highest impact



+37 pts
Uplift in consideration



+57pts
Uplift in special intent