



JCDecaux

CASE STUDIES

INSPIRATIONAL AIRPORT ADVERTISING SUPPORTING CONSIDERATION & SALES INCREASE

VIRGIN ATLANTIC AIRWAYS



CAMPAIGN OBJECTIVES:

Inspire the target audience to re-imagine travel as the world opens up post-Covid

Increase brand awareness

Build brand consideration

Drive sales during the key post-Christmas winter sale period

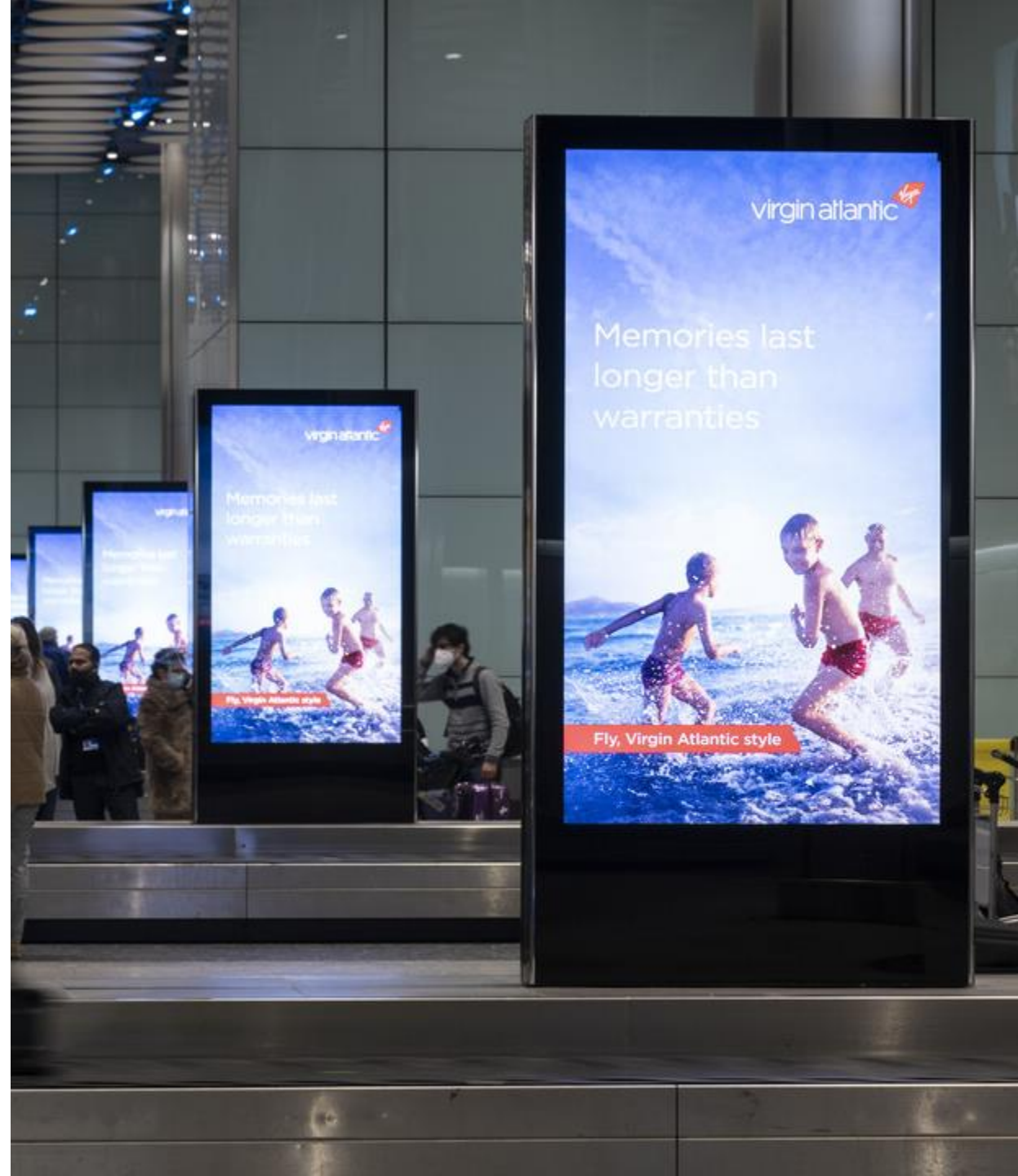
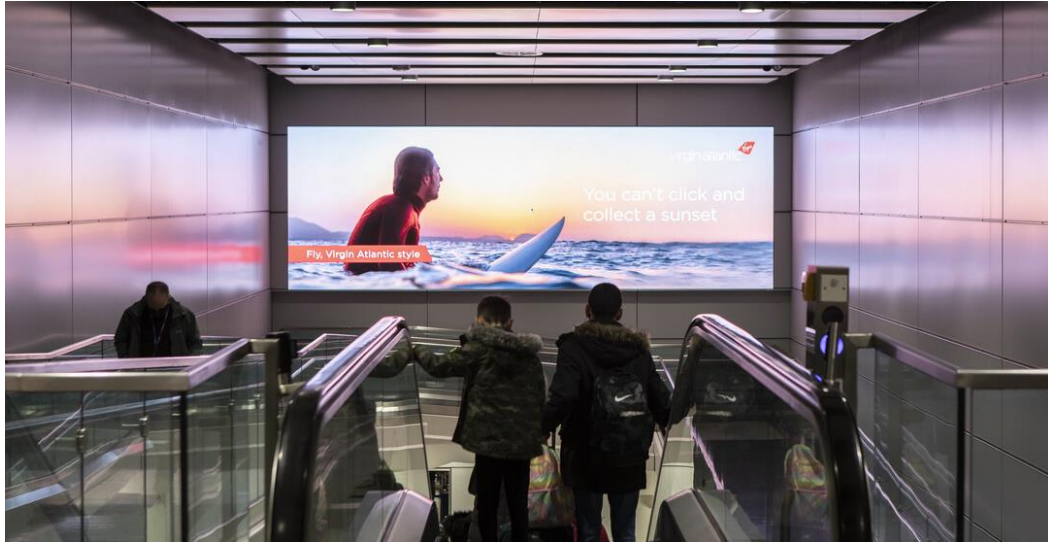
CAMPAIGN DETAILS:

January 2022

Heathrow Terminal 5 Gateroom DAPs

Heathrow Terminal 3 Motion Showcase

Heathrow Terminals 3 & 5 Arrivals CAPs





We chose Airport Digital Out-of-Home (DOOH) to reach our target audience in a premium environment, driving brand awareness and consideration while travel is top of mind. JCDecaux Airport channels are unmissable, benefit from long dwelltimes, and provide exceptional brand presence across the whole airport, not only within the terminals we fly from, but throughout travellers' arrivals and departures journeys.

Airport DOOH was part of a multi-channel strategy that included print, audio, digital display and social. The channel was a strong addition to the plan, allowing us to leverage the power of context to be strategically relevant with our messaging, for example serving creative at departure gates which was relevant to that flight's destination. We know that people are more likely to be thinking about booking a holiday when they're returning from one, so this location-focused strategy ensured we were present in the right place, and at the right time, to inspire them to book again. DOOH's flexibility enabled us to include dynamic pricing, keeping our sales offering as compelling and relevant as possible. This was a key consideration for us, and it perfectly complemented our wider plans.

The Airport DOOH component of our campaign delivered the strong share of voice we were seeking within the airport environment. It contributed to a two-point increase in brand consideration and an uplift in sales across the peak January period.

SIMON BRADY

GLOBAL MEDIA STRATEGY LEAD,
VIRGIN ATLANTIC AIRWAYS