

CASE STUDY | AIRLINE CARRIER

OBJECTIVE:

Drive awareness and consideration for the airline carrier among leisure and frequent business travelers.

APPROACH:

- Leveraged Vistar’s location-based platform to create travelers audiences based on historical traveling behaviors.
- Analyzed the movement patterns of qualified audiences in order to activate digital out-of-home media at places where they were most likely to be.

KEY INSIGHTS:

- The campaign successfully reached travelers and positively influenced their attitudes towards the airline carrier, lifting brand awareness and consideration by over 40 percent.
- Frequent travelers, defined as those who took more than three foreign trips in the past two years, showed considerably higher awareness and consideration than those who took zero to two foreign trips.

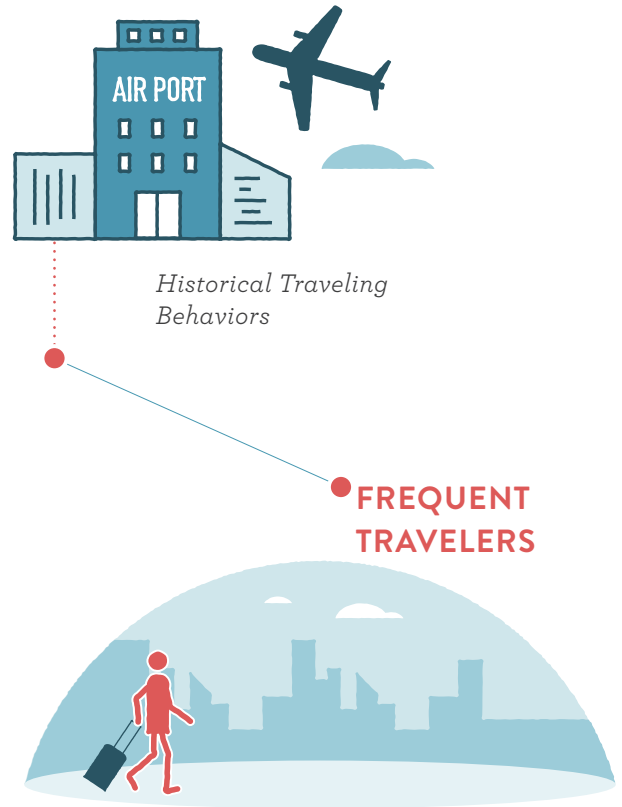
RESULTS:



AWARENESS | +48% LIFT



CONSIDERATION | +40% LIFT



METRICS BY TRAVEL FREQUENCY:

