

VIOOH Programmatic showcase

Virgin Australia

Driving business traveller engagement with data-driven pDOOH

Region

APAC

Client

Virgin Australia

Partners

JCDecaux Australia, PHD Media, Yahoo DSP

THE CHALLENGE

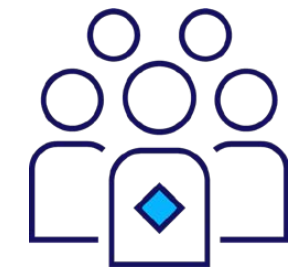
Increase awareness of Virgin Australia Business Flyer among SMEs, positioning the loyalty program as a valuable business tool.

THE OBJECTIVE

Drive business flyer sign-ups and increase brand consideration among business travellers through a data-led programmatic campaign.

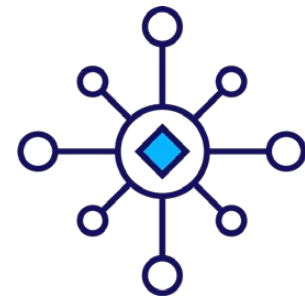
THE SOLUTION

The campaign combined Yahoo first-party audience data with device IDs to identify high-indexing business audiences and activate contextually relevant messaging across Small Format and Airport digital screens. Creative adapted to each environment, with messaging tailored across airport lounges, fuel stations, hotels and roadside screens. An omnichannel approach across Out-of-Home, Audio and Display reinforced the campaign throughout the customer journey during peak business travel periods.



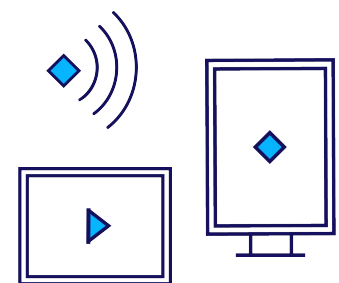
Target audience

- SME decision makers
- Frequent business travellers



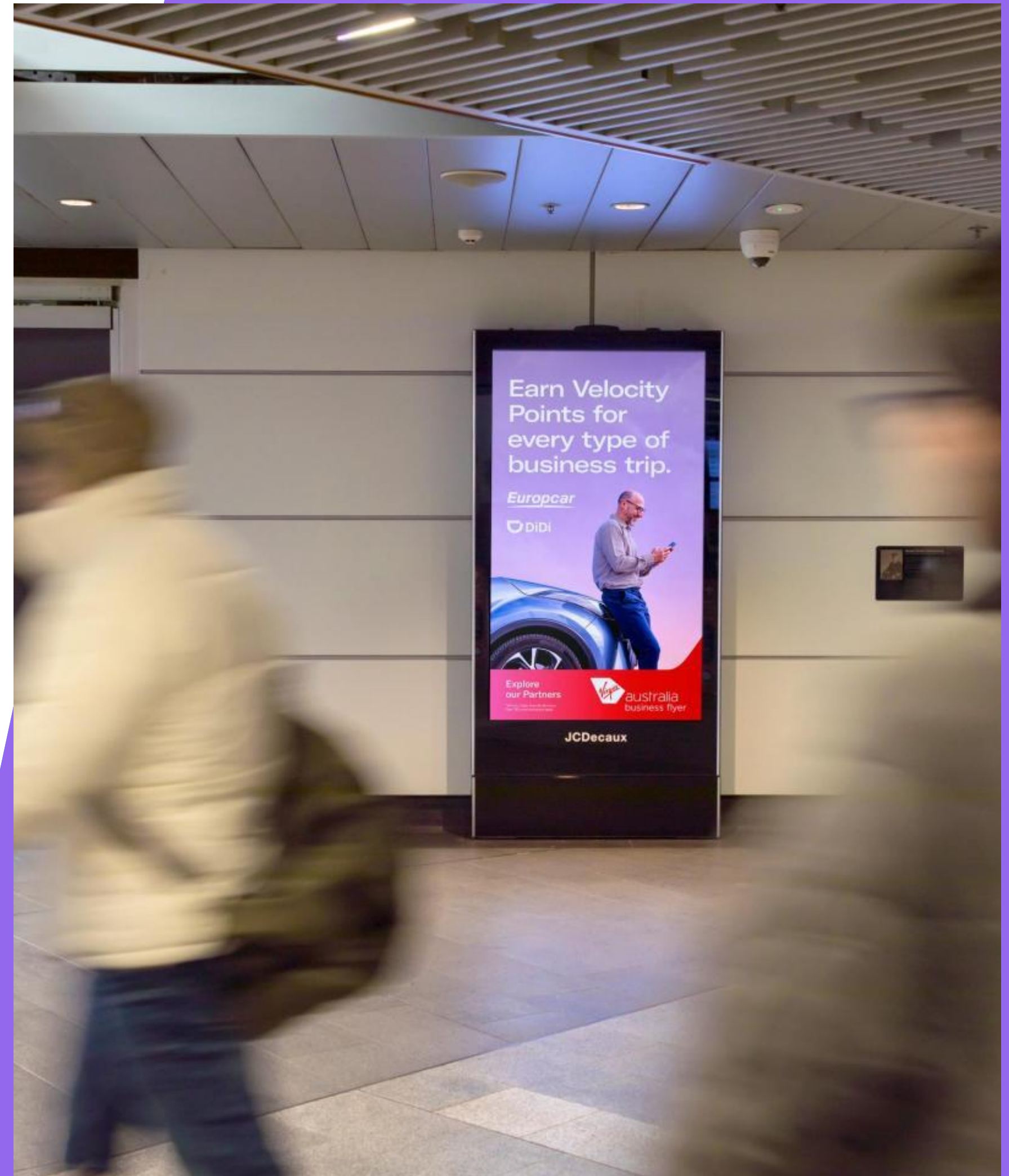
Inventory

- Small Format and Airport digital screens across key Australian business travel environments



Channels activated

- pDOOH
- Audio
- Display



viooh.com
hello@viooh.com

Campaign results

+11%

increase in **brand consideration**

+19%

lift in **out-of-home exposed audience preference**

+15%

uplift in **brand perception**

Increased

Business Flyer sign-ups

