

VIOOH Programmatic showcase

COS

Flight-activated pDOOH campaign integrating with RedNote's content ecosystem creates a cross-channel marketing loop

Region	Client	Partners
APAC	COS	SAMDecaux, RedNote

THE CHALLENGE

The fashion brand COS is aiming to promote its 2026 Spring/Summer collection at its fashion show in Seoul, South Korea. The brand also seeks to broaden the recognition and acceptance of its distinctive Softfit style.

THE OBJECTIVE

Increase brand awareness and recognition for COS among high-net-worth business travelers and fashion enthusiasts visiting South Korea.

THE SOLUTION

As part of the REDLOOK Spring New Arrivals Marketing Project initiated by RedNote, COS together with SAMDecaux launched pDOOH campaign at Shanghai Hongqiao and Pudong airports.

Leveraging programmatic technology, this campaign targeted travelers flying to Seoul, placing ads at terminals (SHA T1/PVG T2/S2) with high frequency seoul flights and activated during the flight waiting periods, significantly improving campaign effectiveness.

On social media, photos of Key Opinion Consumers (KOCs) with airport pDOOH were recirculated on RedNote, with the platform content linked to the campaign's online landing page, continuously capturing audience attention.

This campaign successfully transformed the airport travel scenario into a pre-launch platform for style-seeding. By integrating the campaign with RedNote's content ecosystem, COS achieved aesthetic consistency and boosted brand awareness, effectively establishing a cross-channel marketing cycle of "scenario-based marketing, content amplification, and search conversion."



Target audience

- Travelers heading to Korea
- Fashion enthusiasts
- High-net-worth business travelers



Inventory

- Shanghai Airport International Departure & Arrival Media (84 screens)
- Hongqiao Traffic Center (57 screens)
- Departure LED (5 screens)



Channels activated

- DOOH
- Social

