

VIOOH Programmatic showcase

Sardinia Tourism Board

pDOOH campaign to capture premium audience attention across China's major urban hubs during industry event

Region

APAC- China

Client

Sardinia Tourism Board

Partners

SAMDecaux (Shanghai Airports), STDecaux (Shanghai Metro), Yagoo, Petal Ads

THE CHALLENGE

As a premium tourism destination, Sardinia needs to distinguish itself from competitors at ITB China, an important international B2B tourism exhibition while effectively attracting international travellers and high-net-worth individuals.

THE OBJECTIVE

- Establish Sardinia as one of the top Mediterranean travel destination for the luxury tourism market.
- Maximise brand awareness amongst high-spending international travellers and Chinese tourists

THE SOLUTION

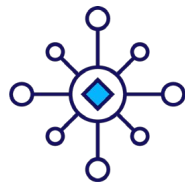
The campaign effectively leveraged VIOOH's programmatic capabilities across various inventories and cities. In airports, it aligned with international flight schedules making a strong first impression on international travellers. In metro stations, it focused on the nearest station to the exhibition for industry professionals. In malls, it reached high-net-worth individuals in China's top three cities with ease.

Using Petal Ads' data science, detailed user profiles with over 200 tags were created, including a "high-net-worth population concentration index" for targeted screen selection. The campaign reached millions of high-value Huawei users, with corporate executives and frequent travellers making up over 65% of the audience, closely aligning with Sardinia's target demographic. This approach minimised invalid exposure and enhanced campaign efficiency.



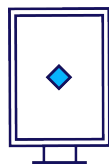
Target audience

- B2B tourism market professionals
- High-Net-Worth Individuals
- International travellers



Inventory

- Shanghai Pudong and Hongqiao Airport
- Shanghai Metro
- Spectacular screens outside malls in Shanghai, Beijing and Guangzhou
- Date: May 23-29, 2026



Channels activated

- pDOOH



viooh.com
hello@viooh.com