

Xiaohongshu

World Cup pDOOH campaign utilising flight-targeting

Region

APAC-China

Client

Xiaohongshu

Partners

SAMDecaux

THE CHALLENGE

Xiaohongshu faced a sharp brand contrast as an official 2026 World Cup broadcaster. The platform needed to shift its perception from a female-centric lifestyle community to attract a broader, traditionally male-dominated sports audience, effectively converting its broadcast slogan into tangible viewership and engagement.

THE OBJECTIVE

The campaign positioned Xiaohongshu as a "national sports platform" by promoting "Come to Xiaohongshu to watch the World Cup live" across premium offline channels, aiming to drive out-of-circle engagement and convert awareness into direct user participation.

THE SOLUTION

To build broad awareness, the brand began with traditional direct airport buys. Before 1/8 finals, the platform partnered with VIOOH and SAMDecaux to integrate pDOOH for precise, dynamic targeting. This hybrid strategy maximised ROI, enabling smart activations such as automatically displaying English-language creatives at boarding gates for flights to the US, Canada, and Mexico which heightened contextual relevance and better capture international passengers' attention.



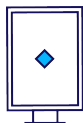
Target audience

- Football fans
- International travellers
- "Watch-the-Match" Tourists



Inventory

- Shanghai Pudong Airport (PVG)
- LED screens at international coverage and smart boarding



Channels activated

- DOOH

