

Heathrow Express

Programmatic DOOH campaign using real-time flight data

Region

Europe

Client

Heathrow Express

Partners

Media Frankfurt, WPP Media

THE CHALLENGE

Overcome the noise of standard airport advertising by delivering flight-specific messaging that reached passengers at the exact moment they were preparing to depart for the UK.



Target audience

- All passengers flying to London

THE OBJECTIVE

Using flight data, raise brand awareness of Heathrow Express to passengers travelling to London.



Inventory

- Frankfurt Departure Screens, Pier B

THE SOLUTION

The campaign utilised Dynamic Creative Optimisation (DCO) according to flight data, targeting 3,258 flights to London. Multiple creatives were deployed to match specific flight numbers at the gate.



Channels activated

- DOOH

