

VIOOH Programmatic showcase

Adelaide University

Programmatic DOOH campaign reaching international arriving audiences

Region

APAC

Client

Adelaide University

Partners

JCDecaux India, Vistar Media, Hybrid

THE CHALLENGE

As a recently merged institution, Adelaide University needed to build brand awareness for its new identity, with India identified as a core market for international students travelling to Australia.

THE OBJECTIVE

To strengthen Adelaide University's brand presence in India by delivering strong visibility among international arriving passengers at a key travel touchpoint.

THE SOLUTION

The campaign activated programmatic DOOH across the Terminal 2 International Arrival Network at Kempegowda International Airport, Bengaluru. By leveraging premium arrival touchpoints, Adelaide University delivered consistent, high-impact messaging at a pivotal moment in the travel journey.



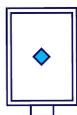
Target audience

- International arriving passengers



Inventory

- International Arrival Network at Terminal 2 Kempegowda International Airport Bengaluru



Channels activated

- pDOOH

In collaboration with



viooh.com
hello@viooh.com

JCDecaux



Hybrid



Campaign results

1,591,696
Impressions