

VIOOH Programmatic showcase

Avaloq

Programmatic DOOH campaign using flight destination data

Region

APAC

Client

Avaloq Group AG

Partners

JCDecaux Singapore, WallDecaux, Displayce

THE CHALLENGE

Avaloq, a leading wealth management technology provider, wanted to build brand awareness among business travellers and financial decision-makers. The aim was to reach this audience in a premium airport environment that reflects the brand's positioning and connects with high-value professionals in transit.

THE OBJECTIVE

Increase brand visibility among affluent business travellers through timely and contextually relevant messaging at Singapore Changi Airport.

THE SOLUTION

Using flight destination data from Cirium, Avaloq ran a pDOOH campaign via Displayce across all four terminals of Singapore Changi Airport. Screens were targeted based on flights to major financial hubs including Hong Kong, Tokyo, Shanghai, Seoul and Beijing (HKG, HND, NRT, PVG, SHA, ICN, GMP). This data-led activation enabled Avaloq to engage business travellers at the right moment, improving message relevance and strengthening brand visibility in a competitive sector.



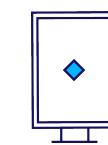
Target audience

- Business travellers and decision-makers departing from and arriving at Changi Airport



Inventory

- Singapore Changi Airport T1, T2, T3, T4 Digital Network (106 frames)



Channels activated

- pDOOH



viooh.com
hello@viooh.com

Campaign results

1.2 million

impressions over 15 days

88%

of exposed audience perceived Avaloq as
credible and forward-thinking

87%

expressed intent to download
Avaloq's report

