

Mercedes

Programmatic DOOH campaign using flight data

Region

Middle East

Client

Mercedes

Partners

JCDecaux Middle East, JCDecaux Play+, Blis

THE CHALLENGE

Mercedes aimed to market its AMG vehicle to High Net Worth Individuals (HNWIs) by placing ads in relevant, strategic contexts within a fragmented media landscape.

THE OBJECTIVE

Increase brand presence among affluent audiences, achieving this in a cost-effective way whilst optimising marketing resources.

THE SOLUTION

Using real-time flight data, Mercedes leveraged pDOOH advertising to strategically target lounges near VIP lounges and departure gates at Abu Dhabi and Dubai airports. This allowed Mercedes to activate ads during peak times to maximise engagement with HNWIs.



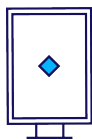
Target audience

- Targeting arrivals from VIP lounges at Abu Dhabi and Dubai airports.



Inventory

- DXB departures T3
- DXB VIP lounges
- AUH digital departures VIP



Channels activated

- DOOH



viooh.com
hello@viooh.com



Campaign results

975,061

Impressions.

