

# Mesh Connect

Programmatic DOOH campaign using live flight-data from Duty Free

## Region

Middle East

## Client

Mesh Connect

## Partners

JCDecaux Middle East, JCDecaux Play+, Displayce

## THE CHALLENGE

Global crypto payments network Mesh Connect wanted to cut through the crowded outdoor advertising landscape to reach people travelling through Dubai International Airport (DXB) for a specific event.

## THE OBJECTIVE

To minimise ad spend, the campaign targeted a specific audience attending a trade conference, prioritising arrivals from the USA, Mexico, Brazil, Colombia, Tier 1 Europe, Singapore, Japan, South Korea, and Turkey.

## THE SOLUTION

By using programmatic DOOH and live flight data from Dubai Duty Free, the campaign targeted passengers from specific locations by activating large-format arrivals screens only as they were disembarking.



### Target audience

- Travellers arriving in DXB airport from specific destinations



### Inventory

- The Gallery T1 DXB airport



### Channels activated

- DOOH



## Campaign results

606,913

Impressions over 7 days



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