

Amazon Prime Video

pDOOH campaign to boost anticipation for Thursday Night Football

Region

North America

Client

Amazon Prime Video

Partners

JCDecaux North America, OMG, Vistar Media

THE CHALLENGE

Amazon Prime Video aimed to keep Thursday Night Football top of mind across the NFL season, engaging busy travellers and sports fans in a highly competitive entertainment space.

THE OBJECTIVE

Build anticipation early in the week to boost awareness and drive tune-in on game day.

THE SOLUTION

The programmatic DOOH campaign was activated across LAX Prestige and Gateway networks, delivering a 20%+ share of voice on 226 digital screens. Ads ran Monday to Thursday, with heavier exposure on Thursdays to capture travellers' attention ahead of game day.



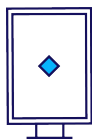
Target audience

- Football fans
- Sports enthusiasts
- Entertainment industry executives



Inventory

- Los Angeles International Airport Prestige and Gateway digital networks (226 screens)



Channels activated

- DOOH

