

VIOOH Programmatic showcase

DP World

Connect Formula 1 fans across key global locations

Region

North America

Client

DP World

Partners

JCDecaux North America, TheNeuron, One World JCDecaux

THE CHALLENGE

DP World aimed to strengthen global visibility around major Formula 1 events while connecting with international racing fans travelling through key airports during race weeks.

THE OBJECTIVE

Increase brand awareness and reinforce DP World's partnership with Formula 1 by reaching fans in both local and international travel hubs.

THE SOLUTION

By using programmatic DOOH across Singapore Changi and Houston George Bush Intercontinental Airports, the campaign achieved strong presence on premium digital screens during race periods - Singapore GP (Sept 13th-23th) and Austin Grand Prix (Oct 17th-20th). The dual-market activation enhanced brand visibility, aligning messaging with global fan movements during F1 season.



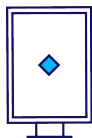
Target audience

– Global Formula 1 fans



Inventory

– George Bush Intercontinental Airport and Singapore Changi Airport digital networks



Channels activated

– DOOH



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