

VIOOH Programmatic showcase

Equinor

Reach event participants attending CERAWeek 2025

Region

North America

Client

Equinor

Partners

JCDecaux North America, Vistar Media, MRM

THE CHALLENGE

Equinor wanted to reach influential business and policy leaders attending CERAWeek 2025 in Houston, ensuring visibility and engagement within a busy convention environment.

THE OBJECTIVE

Enhance brand presence and awareness among key decision-makers by delivering high-impact messaging before and throughout the event's duration (March 8th – 12th)

THE SOLUTION

By using programmatic DOOH across Airport's full digital network, the campaign delivered concentrated, high-share-of-voice exposure on 134 digital screens. Running from March 8th –12th, it ensured consistent visibility before and throughout the convention, connecting with delegates as they arrived and departed.



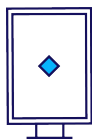
Target audience

- 10,000+ event participants, including over 450 C-suite executives



Inventory

- George Bush Intercontinental Airport full airport digital network



Channels activated

- DOOH



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