

Psycho Bunny

Reach affluent travellers through always-on airport visibility

Region

North America

Client

Psycho Bunny

Partners

JCDecaux North America, Vistar Media, Kepler

THE CHALLENGE

Psycho Bunny wanted to reach high-value travellers in crowded luxury markets and maintain brand presence across key US gateways.

THE OBJECTIVE

Drive brand awareness and recall by engaging affluent audiences in premium airport environments.

THE SOLUTION

By using programmatic DOOH across Los Angeles and Miami International Airports, the campaign delivered over 20% share of voice across 454 digital screens. Running from October to December, and pairing mobile and social media with high-frequency public messaging in the gateway to their core markets, it ensured market domination and increased brand awareness.



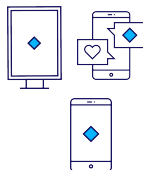
Target audience

- High-earning travellers
- Luxury shoppers and business flyers



Inventory

- Miami and Los Angeles international airports full airport digital networks



Channels activated

- DOOH
- Social Media
- Mobile



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