

Programmatic showcase

Weather-triggered programmatic DOOH campaign

Campaign objective

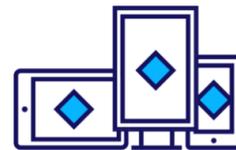
- Promote the Condor airline to grow awareness and encourage bookings amongst airport audiences

For their campaign within Frankfurt airport, Condor activated a weather-triggered campaign with relevant messaging to arrivals.

The campaign ran more frequently when it was raining, promoting long-distance travel to inspire audiences to get away.



Target audience
- Long-distance travellers



Campaign specification
- Guaranteed



In collaboration with