

Success story

Frenchbee 

# Leveraging context to simultaneous promote French bee's flights in France and USA with pDOOH

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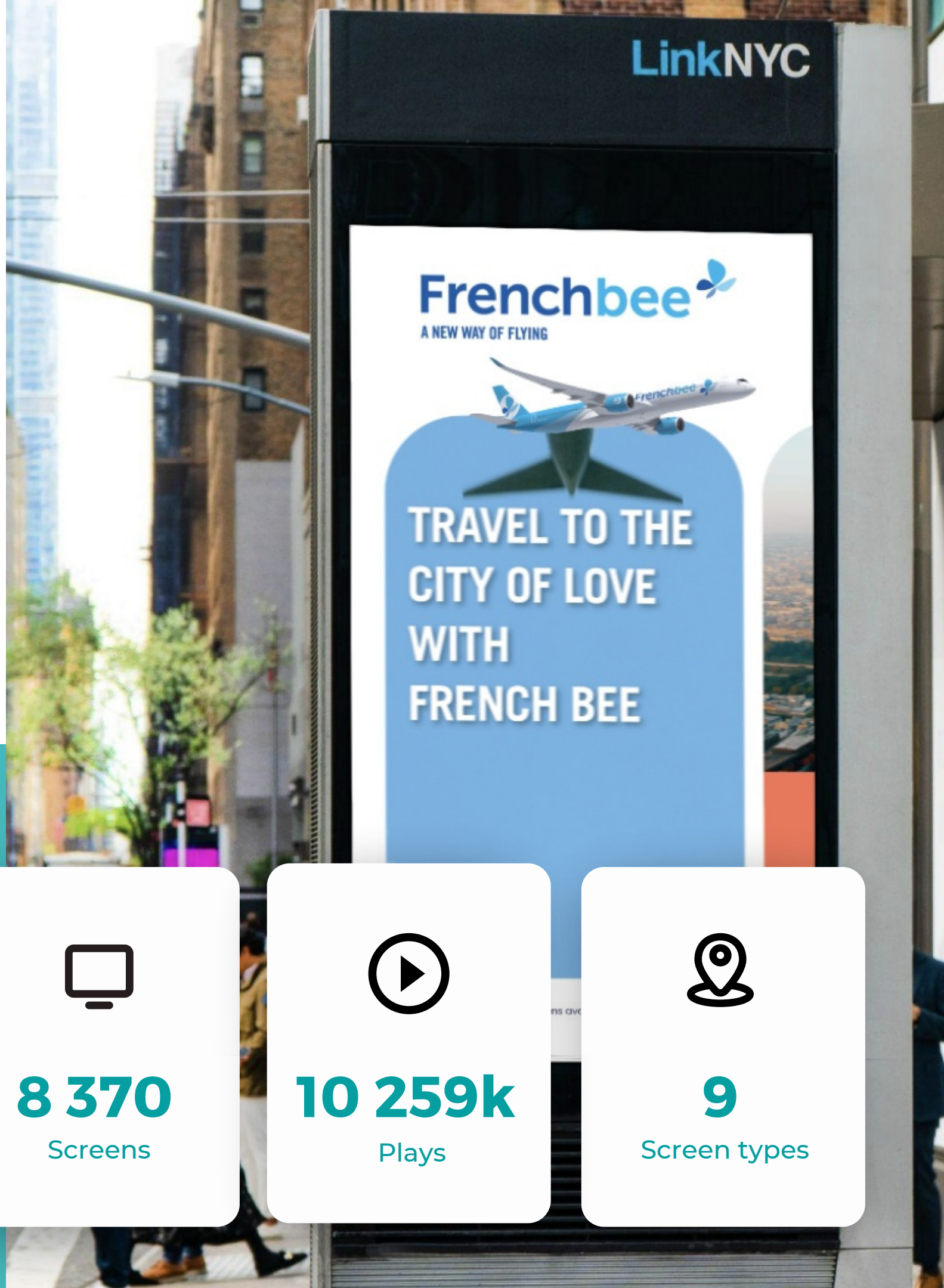
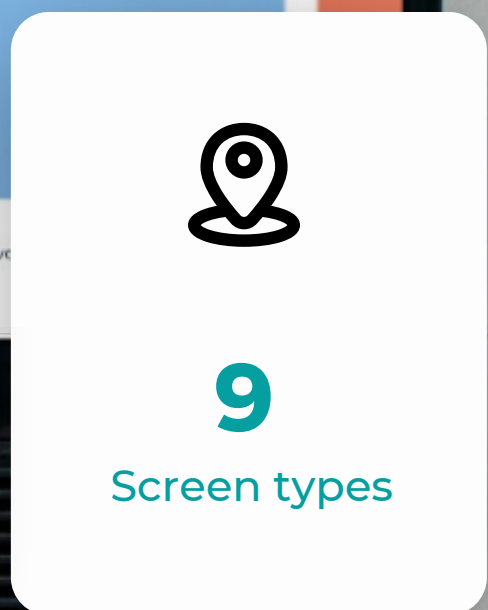
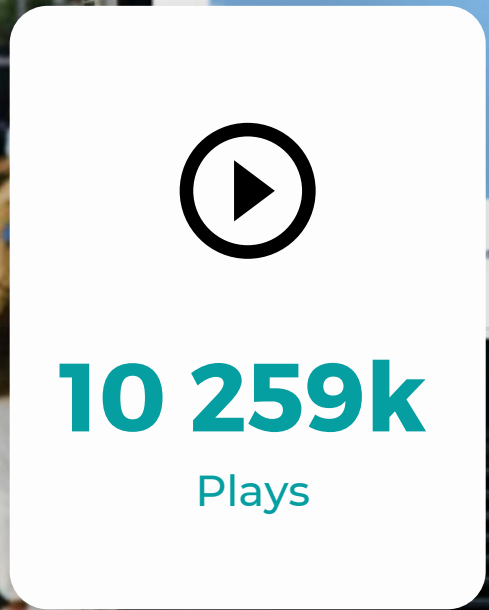
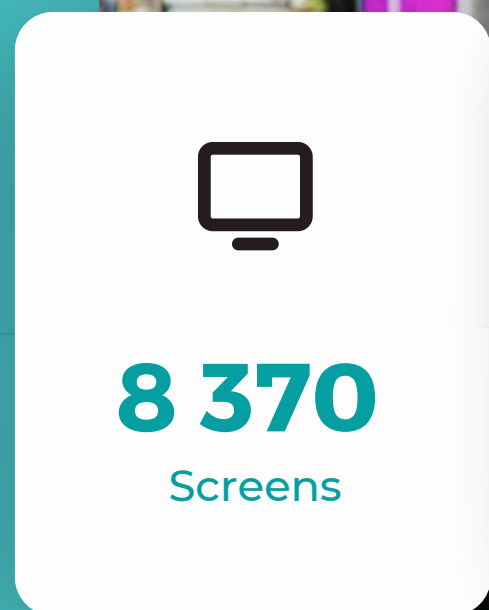
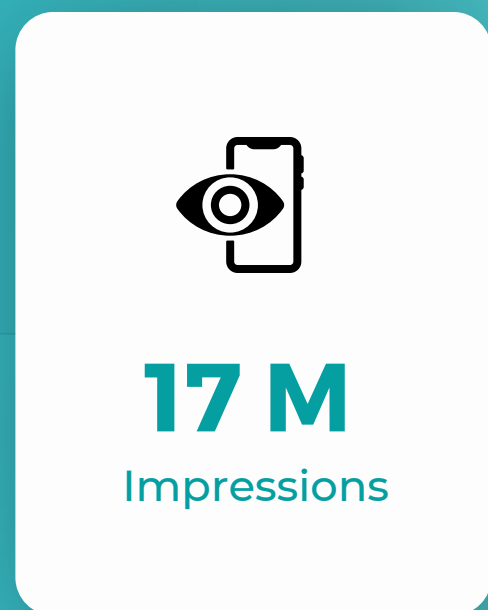
CONTEXT

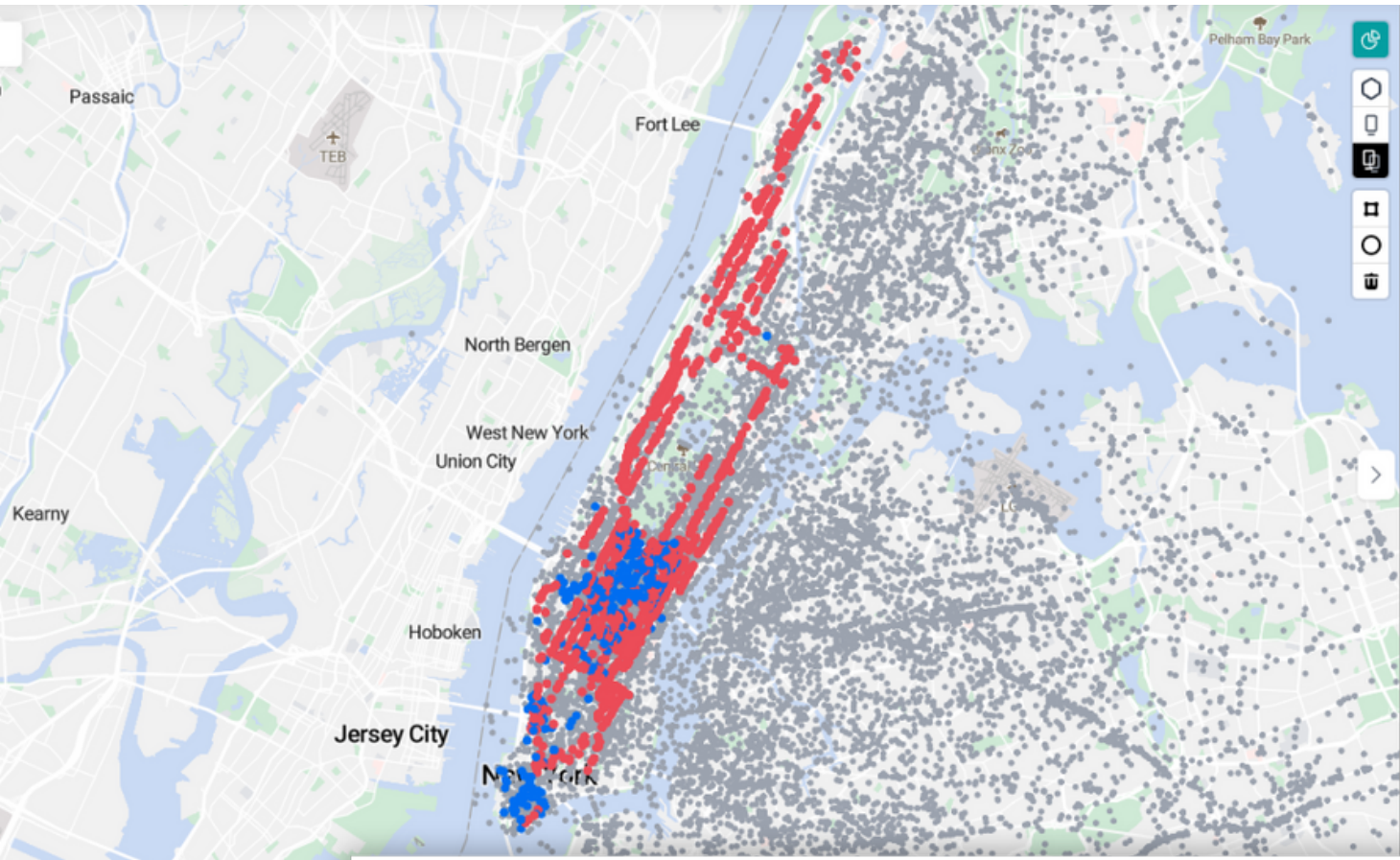
# Increase awareness of French bee's flight offers to travelers & families

Implement a year-long programmatic DOOH campaign targeting travelers in France and the United States, strategically aligning with their optimal contexts.

PLAN:

- **Period:** February/March to December 31, 2023
- **Audience:** Targeting families, adventurous individuals, travelers, and those interested in neighboring countries.
- **Location:** in cities served by the company's flights





STRATEGY

# Targeting in departure and arrival countries over a year for maximum reach

### Custom day and hour parting

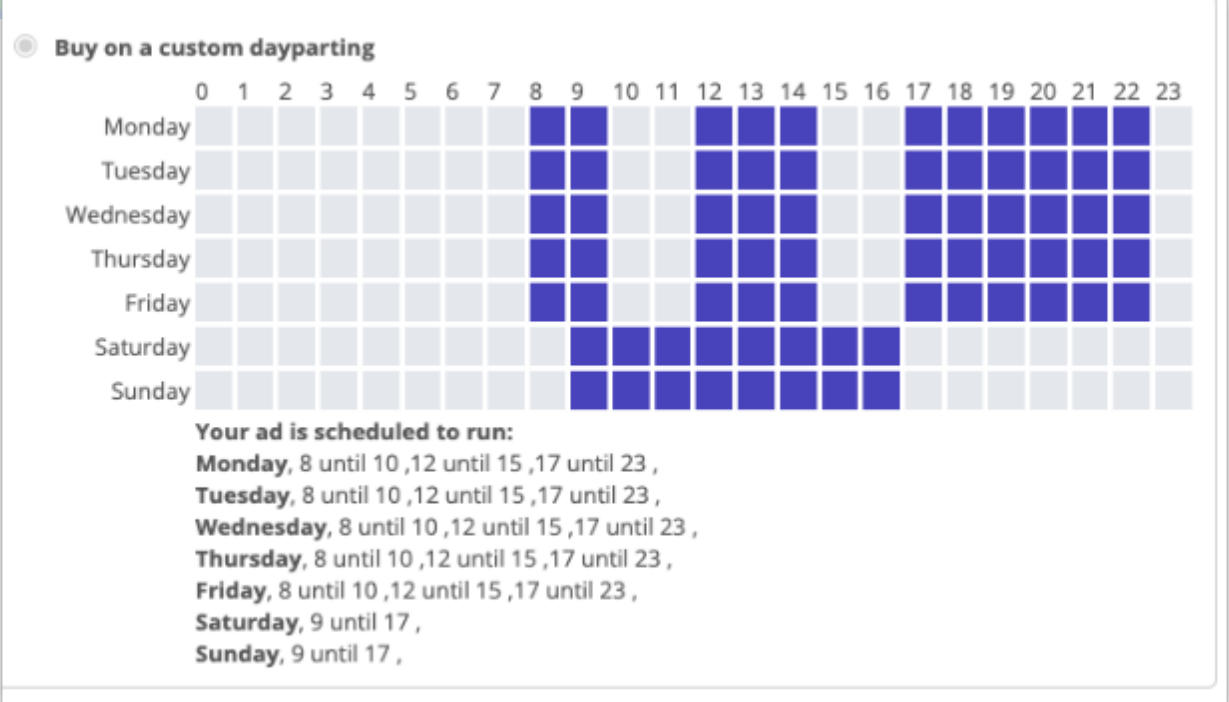
- Different diffusion schedule depending on the venue type and city
  - For exemple in Paris airports: from 8 am to 9 pm

### Creatives

- Creatives are different for each destinations: Paris, Miami, San Francisco, New-York, Los Angeles

### Diffusion areas

- Outdoor, malls, train stations, subways, gyms, taxi, offices, grocery and airports



CREATIVES

# Tailored creatives aligned with distribution areas

Miami



New-York



Paris






## RESULTS


# A contextualized pDOOH campaign drives brand image, consideration and special intent

The mobile programmatic survey sent via Happydemics was conducted over one month during a highly strategic period. From August to September, when a significant number of people are on vacation and traveling. This allowed Frenchbee to **conduct a mid-campaign evaluation** and assess the effectiveness of their campaign, which proved to be effective. The brand experienced a noteworthy enhancement in special intent and consideration for future purchases.






**Top 5%**  
Happydemics best performing campaigns



**100**  
Impact Score  
0 = Lowest impact  
50 = Within average impact  
100 = Highest impact



**+37 pts**  
Uplift in consideration



**+57pts**  
Uplift in special intent