

Extime JCDecaux Airport and Displayce demonstrate the effectiveness of Airport Live Triggering for contextualised DOOH campaigns in airports



Paris, April 28, 2025 – Extime JCDecaux Airport, offering advertisers and agencies high-quality, tailor-made media solutions at Paris Aéroport, and Displayce, the pioneering Out-of-Home technology suite specialist, share the first results of their exclusive targeting solution, Airport Live Triggering. Six months after its launch, this technology, which activates DOOH campaigns based on flight arrivals or departures, has proven effective in reaching both national and international audiences within premium airports environments.

Co-developed by Displayce and JCDecaux, the "Airport Live Triggering" solution allows advertisers to activate their DOOH campaigns in real time throughout passengers' journeys at Paris Aéroports and across the JCDecaux airport network, adapting ad content according to passengers' flight origin or destination.

Powered by Cirium, a global aviation data and analytics provider with over 115 years of experience and covering 97% of worldwide air traffic, this exclusive solution automatically

triggers ad displays at strategic moments: check-in, shopping areas, boarding, disembarkation, and baggage claim halls.

Brands benefit from contextualised, precise, and impactful messaging, ensuring greater visibility and campaign effectiveness among traveling audiences.

Designed to meet the needs of brands across all industries, "Airport Live Triggering" is suited to retailers, tourism players, fashion, beauty, and luxury brands wishing to target specific audiences.

Airports: A strategic lever to reach contributing audiences

Among the first brands to leverage Airport Live Triggering, Printemps Haussmann launched a programmatic DOOH campaign at Paris-Charles de Gaulle Airport from September to December 2024. The objective was to drive traffic to its iconic Paris store by targeting international travelers from the Americas and Asia, recognised for their interest in French luxury brands and premium shopping experiences.

By activating the "Airport" trigger within the Displayce media platform (DSP), messages were automatically launched upon the arrival of selected flights and displayed on around one hundred digital screens throughout the passengers' airport journey. Tailored to different audiences, the creatives were delivered in the passengers' native languages to optimise message understanding and impact from the very first touchpoint.

Following the same targeting and efficiency approach, **ESCP Business School** also ran a campaign at Paris Aéroport from October to December 2024, promoting its new campus in Turin by specifically targeting flights heading to Milan, Turin, and Rome.

Isabelle Fourmentin, CEO of Extime JCDecaux Airport, stated: *"At Paris Aéroport, we have always been pioneers in activating flight-based triggers to optimise campaign effectiveness. We are very pleased to see this trend accelerating with programmatic DMP integration. By guaranteeing campaign reach and repetition with the right audience, in the right place, at the right time, our collaboration with Cirium and Displayce allows us to continue innovating and developing the incredible potential of programmatic airport advertising with our clients."*

Laure Malergue, CEO and co-founder of Displayce, added: *"Six months after the launch of Airport Live Triggering, the results confirm the effectiveness of this solution in activating impactful DOOH campaigns within a premium airport environment. By combining the power of real-time data with programmatic technology, we offer brands a unique opportunity to engage with audiences at key moments in a highly contextualised way."*

About Displayce

Displayce is a pioneering specialist technology suite for Out-of-Home advertising, designed to meet the needs of brands, media agencies and publishers, globally. Through its Media Platform (DSP), Displayce connects advertisers and agencies to more than 1,300,000 billboards in 80 countries, offering them the largest DOOH inventory in the world, so they can trade contextualised, cookieless and impactful digital Out-of-Home campaigns. Displayce Data Platform (DMP) centralises, models and activates first and second party data linked to the OOH inventory of media owners, in order to design relevant, high-performance campaign proposals for brands. Founded in 2014 in Bordeaux, Displayce has a physical presence in 8 countries (France, Spain, the United Kingdom, Belgium, Italy, Germany, Brazil and the United Arab Emirates). Since July 2022, JCDecaux has held a majority stake in the structure. www.displayce.com

About Extime JCDecaux Airport

Extime JCDecaux Airport is a brand jointly owned by JCDecaux (the world's No.1 outdoor advertising company) and Groupe ADP (a global leader in airport operations). It was created in July 2023 as part of the launch of Extime, Groupe ADP's new reserved-area hospitality brand.

Extime JCDecaux Airport offers advertisers **high-performing, tailor-made media solutions** to deliver memorable brand experiences in the airports of Paris-Charles de Gaulle, Paris-Orly, and Paris-Le Bourget.

Its promise is to **enhance the visual experience in airports for the benefit of travelers**. With an exposure time higher than any other media - 3 hours on average - the audience is in an optimal state of receptiveness to engage with brands. Brands can thus tell **their greatest stories to over 100 million French and international passengers**.