

Success Story



## Avaloq

# pDOOH & Data-Led Targeting

## Contextual brand awareness for financial leaders at Singapore Changi Airport.

Programmatic DOOH campaign synchronised with real-time flight data to reach affluent business travellers.

- **Creatives:** Promoted Avaloq's latest industry report, with delivery synchronised with flight schedules to key financial hubs (HKG, HND, NRT, PVG, SHA, ICN, GMP).
- **Locations:** Across all four terminals of Singapore Changi Airport to intercept high-value professionals in transit.
- **Period:** A 15-day activation designed to strengthen brand visibility in a competitive sector during peak travel moments.
- **Inventory:** Premium digital network of 106 screens activated via Displayce to engage passengers at the right moment.

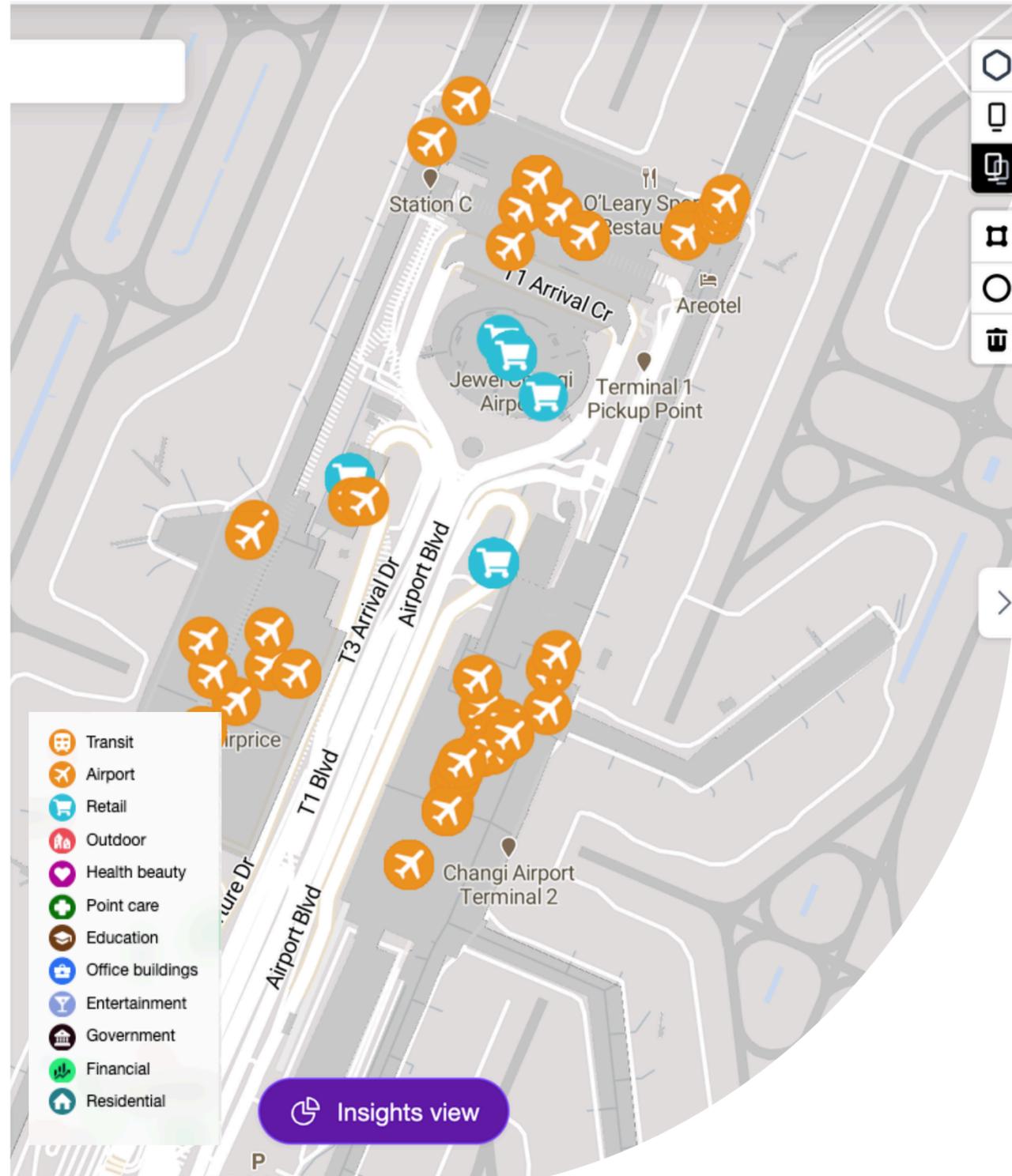


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VIOOH

STRATEGY

# Precision targeting for high-value financial audiences.



## Flight Destination Data

Using **flight data from Cirium**, ads were triggered specifically when passengers were departing for major financial hubs, including Hong Kong, Tokyo, Shanghai, Seoul, and Beijing.

## Strategic Terminal Coverage

The campaign provided comprehensive coverage across all four terminals of Singapore Changi Airport (T1, T2, T3, and T4) to ensure maximum reach.

## Real-Time Contextualisation

This data-led activation enabled Avaloq to engage business travellers at the precise moment of relevance, strengthening brand visibility in a competitive sector.

## Hyper-Local Targeting

Ad placements focused on a digital network of 106 premium frames to capture heavy commuter flows of decision-makers and financial professionals.



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## RESULTS

# Unrivalled reach among global financial decision-makers.

Avaloq's programmatic DOOH campaign successfully dominated the premium airport landscape, delivering **1.2 million impressions over 15 days**. By synchronising media buying with real-time flight data at Singapore Changi Airport, the brand achieved **significant scale across 106 premium digital screens**.

This 'always-on' presence reinforced Avaloq's position as a forward-thinking industry leader, with **87% of the exposed audience expressing an intent to download the report**.



1.2 M

Impressions



88%

Brand perception



106

Premium screens



87%

Report download intent