

VIOOH Programmatic showcase

HSBC

Data-driven pDOOH campaign targeting international travellers

Region	Client	Partners
APAC	HSBC	JCDecaux Australia, Vistar Media, Hearts & Science

THE CHALLENGE

Drive awareness and uptake of HSBC’s Everyday Global Account among international travellers, and boost foreign exchange transactions in a highly competitive travel finance space.

THE OBJECTIVE

Increase foreign exchange transactions and improve HSBC’s position in the travel card brand preference ranking among international visitors.

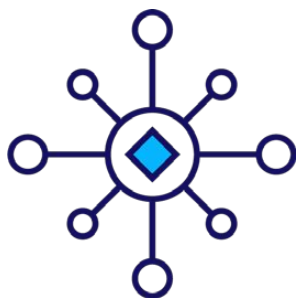
THE SOLUTION

HSBC leveraged JCDecaux’s Sydney Airport network with a multi-format pDOOH campaign, strategically aligned with flight schedules and audience movement data. Creative messaging adapted to traveller journeys across key airport touchpoints including customs, departure gates, and baggage claim, ensuring relevance at each interaction. Messaging was further supported by omni-channel activity to maximise impact during the peak northern hemisphere summer season.



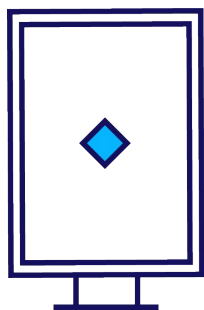
Target audience

- International travellers



Inventory

- JCDecaux’s Digital large-format screens across Sydney Airport



Channels activated

- pDOOH, airport digital formats



viooh.com
hello@viooh.com

Campaign results

+139%

growth in foreign exchange
transactions (YoY)

2nd

place in travel card brand
preference (up from 8th)

