

VIOOH Programmatic showcase

SIXT

Targeting travellers at premium sites nationwide, including airports

Region

APAC

Client

Sixt

Partners

Yahoo, JCDecaux Australia

THE CHALLENGE

Renowned car rental company SIXT faced the challenge of being forefront of travellers minds to result in bookings.

THE OBJECTIVE

Build brand awareness and retarget travellers across the digital ecosystem to drive bookings.

THE SOLUTION

Utilising JCDecaux Australia's multi format approach to drive awareness and then high quality premium OOH assets, Yahoo then retargeted exposed travellers across digital channels to drive bookings.



Target audience

- Domestic travellers.



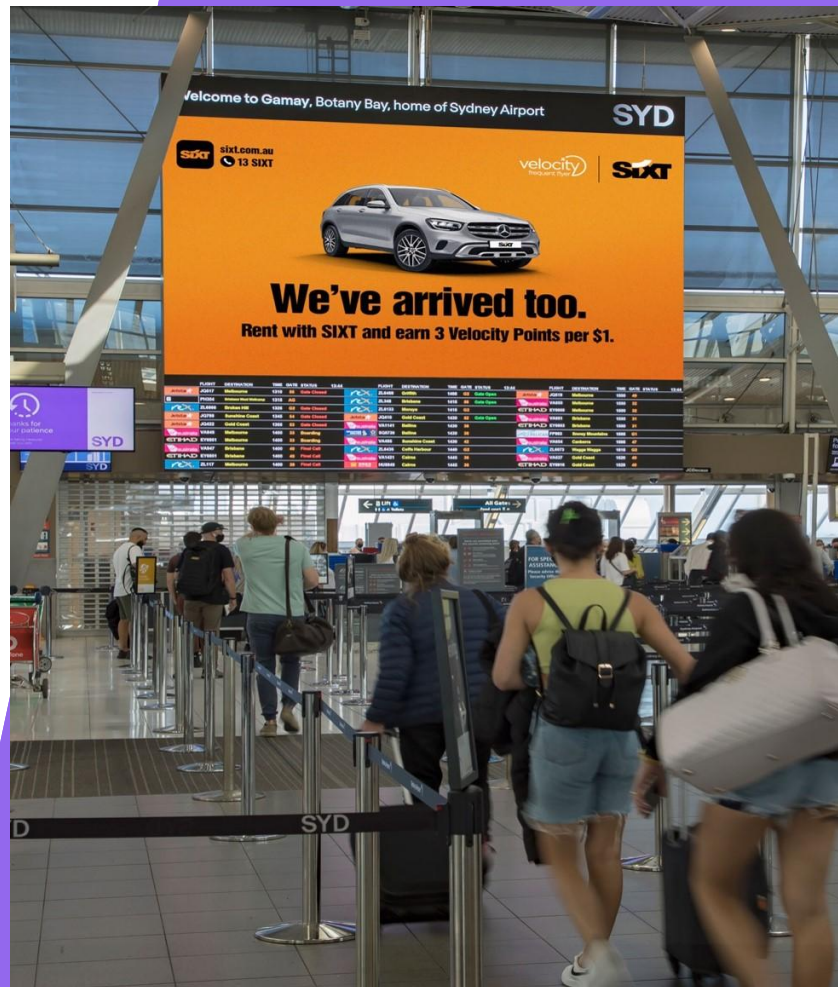
Inventory

- Airport, Large Format, Rail, Street Furniture



Channels activated

- Video, prDOOH, online display



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