

# VIOOH Programmatic showcase

## Ria

### Programmatic DOOH campaign using real-time flight data

Region

EMEA

Client

Ria

Partners

JCDecaux Belgium, Displayce

#### THE CHALLENGE

Promote Ria as a money transfer service provider and elevate Ria's profile towards travellers.

#### THE OBJECTIVE

Increase awareness and sales of the Ria agency through enhancing visibility towards specific foreign countries' residents visiting Belgium during the Tomorrowland Festival period.

#### THE SOLUTION

The campaign used real-time flight data to dynamically adapt creatives based on traveler's countries of origin through inbound air traffic data. 8 creatives were created, each displaying a different currency relevant to the country targeted.



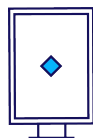
#### Target audience

- Travellers arriving at Brussels airport



#### Inventory

- JCDecaux's DOOH network within Brussels airport



#### Channels activated

- prDOOH



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