

VIOOH Programmatic showcase

ByteSIM

Cross-border eSIM provider used programmatic DOOH for call-to-action campaign

Region

APAC

Client

ByteSIM

Partners

ChinaDOOH, JCDecaux Singapore, Vistar Media

THE CHALLENGE

Build brand presence and capture travellers' attention at Changi Airport with a memorable, actionable message before they depart for Japan or South Korea.

THE OBJECTIVE

Increase brand awareness and drive conversions among travellers heading to Japan and South Korea.

THE SOLUTION

ByteSIM launched its first programmatic DOOH campaign at Changi Airport, strategically positioned as a last point of influence for travellers. The ads featured a prominent QR code as a call-to-action, allowing an easy offline-to-online transition that enabled travellers to quickly access ByteSIM's eSIM service.



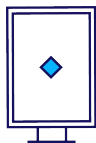
Target audience

- Travellers departing from Changi Airport to Japan and South Korea



Inventory

- JCDecaux's Digital Departure Network in Changi Airport Terminals 1 and 2



Channels activated

- prDOOH



Campaign results:

310K
Impressions

5x Higher
Scan-Through Rate



viooh.com
hello@viooh.com