

Programmatic showcase

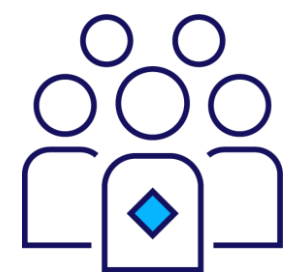
Weather-triggered programmatic DOOH campaign

Campaign objective

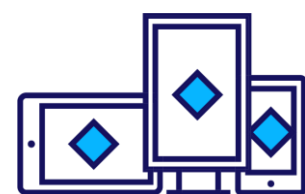
- Promote the Condor airline to grow awareness and encourage bookings amongst airport audiences

For their campaign within Frankfurt airport, Condor activated a weather-triggered campaign with relevant messaging to arrivals.

The campaign ran more frequently when it was raining, promoting long-distance travel to inspire audiences to get away.



Target audience
– Long-distance travellers



Campaign specification
– Guaranteed

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