

## Luxury beauty brand

Leading luxury beauty brand uses programmatic DOOH with flight activation data to boost Duty Free sales

### Region

Europe

### Client

Luxury beauty brand

### Partners

Extime JCDecaux Airport

### THE CHALLENGE

How to grab the attention of Chinese passengers in an ultra-competitive duty-free environment?

### THE OBJECTIVE

Boost product sales in Duty Free shops in Paris Charles de Gaulle airport.

### THE SOLUTION

Flight activation data was deployed with live triggering based on the flight schedule and China destination flights. The campaign was broadcast in real-time. Thanks to the programmatic solutions the Chinese audience was particularly receptive to the campaign. Extime Duty Free Paris sales data was used to determine the success of the campaign.



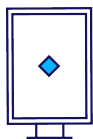
#### Target audience

– Chinese audience



#### Inventory

– Paris-CDG T1 and 2E shopping and boarding areas.



#### Channels activated

– DOOH



### Campaign results

64%

Of Elixir products were purchased by passengers flying from T1 and 2E to China.

3.6 x

Sales (vs Y-1)

2.6 x

Quantity sold (vs Y-1)

