

# Programmatic showcase

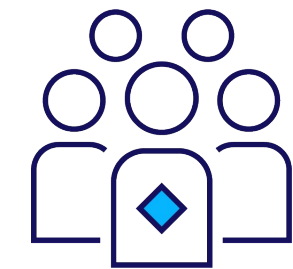
Targeting travellers at premium sites nationwide, including airports

## Campaign objective

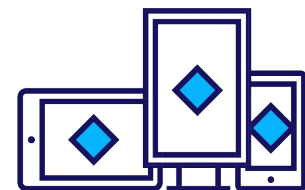
- Build brand awareness and retarget travellers across the digital ecosystem to drive bookings

Renowned car rental company SIXT utilised JCDecaux Australia's multi format approach to drive brand awareness and bookings.

Utilising high quality premium OOH assets, Yahoo then retargeted exposed travellers across digital channels to drive bookings.



**Target audience**  
- Domestic travellers



**Campaign specification**  
- Airport, Large Format, Rail, Street Furniture  
- Video, Online display, Native

