

Airport Programmatic Showcase

First client to activate the Flight Activated Ad Campaign (FAAC) feature in Hong Kong International Airport

Campaign objective

- Improve Sun Life Hong Kong's brand awareness among travelers from Mainland China

Sun Life Hong Kong wanted to harness the power of programmatic by targeting its audience as part of its brand awareness strategy.

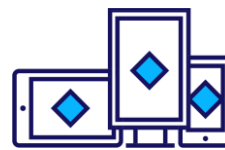
The change of creatives in different languages was dependent on the arrival of flight. The Chinese version ad was activated and served for 2 hours upon Chinese flight arrivals. The FAAC feature allows language optimization, as well as budget optimization, with a stronger advertising presence when Chinese travelers were flying in. A generic English version of the creative was displayed with a lighter presence the rest of the time.

Havas has leveraged the FAAC feature powered by JCD HK Airport with activation via the Hivestack platform to optimize the audience reach and budget allocation to mainland visitors.



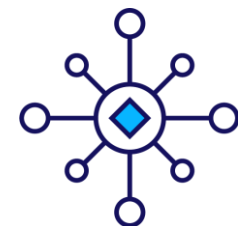
Target audience

- Mainland Chinese travelers
- International passengers



Campaign specification

- Non-guaranteed
- Period: Apr - May 2023



Inventory

Broadcast Arrivals [16:9] of Hong Kong Airport

In collaboration with



AIRPORT PROGRAMMATIC BENEFITS FOR SUN LIFE HONG KONG'S CAMPAIGN

TARGETING



Target passengers based on flights origins

FLEXIBILITY



Automatically display ads in different language

DWELL TIME



Gain unprecedented ad exposure at the baggage reclaim area