



KAYAK

Challenge:

KAYAK, the well-known travel platform, needed to find a way to stand out among travellers who often default to category leaders like Expedia and Booking.com. Additionally, low unaided ad awareness of KAYAK in the travel category posed a challenge. KAYAK wanted to run a campaign with the goal to enhance its market presence, strengthen its brand perception, and ultimately drive higher consideration and engagement.



Markets

- US



Airports

- Boston
- LAX
- Pittsburgh
- Miami
- Dallas Ft. Worth



Campaign Dates

- July 19th - August 13th, 2023



Media Targeting

- JCDecaux Digital Charging Stations
- Digital PDN Networks

Solution:

KAYAK chose to run a Digital Out-of-Home campaign programmatically in order to access the efficiencies provided, in particular dayparting and the opportunity to achieve national scale for 4 weeks across five major US airports - Boston, LAX, Pittsburgh, Miami, and Dallas Ft. Worth.

For KAYAK, the key factor in choosing a programmatic activation over a direct one was the opportunity to leverage dayparting on a national scale together with the flexibility offered by a non-guaranteed deal.

Since airports are hubs of activity where travellers are often in a receptive state of mind and actively seeking travel-related information, KAYAK targeted JCDecaux's Digital Charging Stations and Digital PDN Networks, which offered a unique and highly visible medium for their message, in addition to increased audience dwell times and levels of attention.

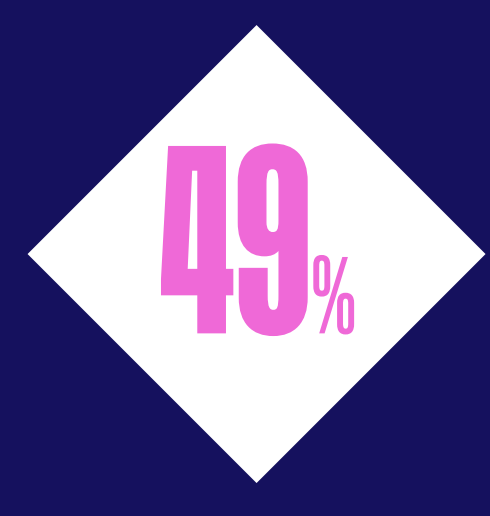
The campaign aimed to maximise exposure of KAYAK among travellers and deliver a compelling message to boost the brand's perception and to encourage travellers to consider KAYAK for their travel needs, with the ultimate goal of elevating their position within the competitive travel category.

Results:

The results of KAYAK's prDOOH campaign were impressive, clearly demonstrating the positive impact it had on the brand's awareness, favourability, and consideration among travellers. KAYAK managed to significantly improve its aided awareness levels among those exposed to the campaign, which increased from 56% to 69% in the unexposed group. This achievement was particularly remarkable, given that KAYAK's awareness levels were not as strong as category leaders.



Uplift in aided brand awareness



Mentioned the campaign's messaging as the main driver

The campaign resonated well with viewers. 49% mentioned the campaign's messaging as the main driver, with many travellers agreeing with the statement that "KAYAK is a brand that offers comfortable, convenient, and affordable travel options".

However, campaign recognition remained a key driver for elevated levels of intent to search, with Recognisers at 86% and non-Recognisers at 59%, showing again that the campaign effectively encouraged travellers to actively consider KAYAK for their travel needs.

Furthermore, while consideration for KAYAK was comparable among both exposed and unexposed groups - 70% and 69% respectively - 88% of those who remembered seeing the campaign showed significantly higher levels of brand consideration.

The campaign also managed to affect an 8% increase in word-of-mouth (WOM) promoters, often a challenging metric to influence. 37% of Ad recognisers displayed the greatest inclination to recommend KAYAK to friends and family, compared with only 14% of those who did not recognise the Ad. This demonstrated that the campaign not only improved individual perceptions but also encouraged travellers to share their positive experiences with others.

The intent to search for travel on KAYAK was notably over 70% in both the exposed and unexposed groups.

Summary:

KAYAK's programmatic Digital Out-of-Home (prDOOH) campaign proved to be highly effective in achieving its objectives, showcasing the power of well-crafted messaging and strategic placement in boosting brand awareness and favorability. By leveraging digital charging stations and PDN networks in major US airports, KAYAK was able to reach a receptive audience and leave a lasting impression for the brand, with a strong base for future consideration.