

# VIOOH Programmatic showcase

## Visa

### Multi-channel programmatic campaign to drive awareness

#### Region

MEA

#### Client

Visa

#### Partners

JCDecaux South Africa, Blis

#### THE CHALLENGE

Stand out from competitors in a busy airport environment to generate awareness of Visa amongst travellers.

#### THE OBJECTIVE

Drive awareness around Visa in South Africa.

#### THE SOLUTION

Deploying pDOOH along airport routes to target travelers heading to O.R Tambo and Cape Town International Airports. Retargeting the primary target audience with mobile ads within the airport. Interactive mobile campaign where when clicking on the creative, viewers were directed to the Visa website to learn more about the brand and their Fleet offering.



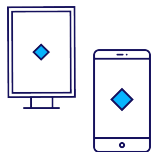
#### Target audience

- Travellers heading to international airports who are likely to be receptive to international transactions and payment methods.



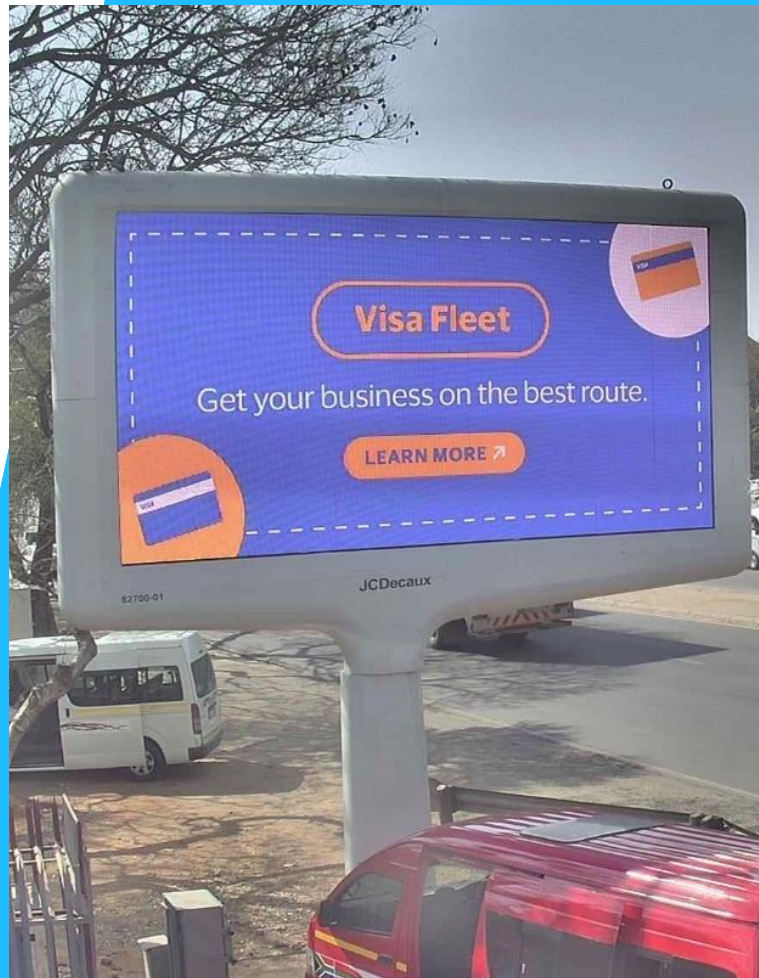
#### Inventory

- 132 screens targeting Malls and Roadside Digital environments across key South African provinces.



#### Channels activated

- DOOH
- Mobile



viooh.com  
[hello@viooh.com](mailto:hello@viooh.com)

## Campaign results

101M

Impressions.

14.41%

Brand lift  
increase.

48%+

Conversion rate  
- meaning more  
than 3.5M  
individuals took  
action.

