



“Airlines are catching on to the latest movement by brands to be seen, not as big corporate behemoths, but as companies that value their customers as individuals, and make a human connection.”

// Shubhdeep Pal, SimpliFlying

increase bookings



RETARGET THE OOH AUDIENCE

By placing a beacon on our mobile billboard, we can collect device IDs within close proximity to the OOH ad and serve them display ads. Because **48%** of us are more likely to click a mobile ad after seeing the same OOH ad (*source: Ocean & NeuroInsights*), on average, CTR increases by **56%** when you combine OOH with your digital media (*source: Blue Bite*).

OUR CAPABILITIES

- ▶ mobile billboards
- ▶ beacon retargeting of OOH audience and geofencing
- ▶ domination programs
- ▶ field marketing teams
- ▶ experiential activations
- ▶ event and trade show activations

Engage your audiences – in dynamic new ways!

OOH media is more digitally connected than ever! Nearly 5 in 10 (46%) of U.S. adults have searched for an advertiser after seeing an OOH ad (*source: Nielsen*). When you consider the ad recall of OOH achieved the highest level range of recall among all channels studied at 67% (*source: PJSC*), it’s clear to understand why it’s an important part of reaching people, who spend 70% of their waking hours away from home.

Integrate your digital advertising with OOH to drive your click-through-rate and improve your ROI on digital spends. Plus, a field marketing team who directly engages your audience will humanize your airline brand. Add unique brand experiences designed to drive loyalty and boost your brand’s reputation.

Combine them all for a high-flying campaign!

BENEFITS OF MOBILE BILLBOARDS

- ▶ Hyper-local targeting in key markets, around events or near high-traffic areas, hotels and transit locations
- ▶ Incredible eye-level visibility
- ▶ Larger-than-life moving canvas grabs attention
- ▶ Ability to offer event coverage where other out-of-home is scarce
- ▶ GPS tracking
- ▶ Professional drivers
- ▶ Top notch operations and safety practices that never leave your brand at risk

