

#O2Travel on Eye's interactive media walls

THE DETAILS:

O2 utilised Eye's media wall offering at Gatwick and Manchester Airports. The media walls ran interactive content simultaneously for the first time and encouraged flyers to upload their holiday photos to Instagram using the hashtag '#O2Travel'. The photos were shown in real-time via the touch-screen media and were 'swipable' for viewing ease.

The media walls were used as part of a wider O2 'European Data Roaming' campaign which aimed to dominate the passenger journey to and at the airport, and featured across a range of Eye media.

INTERACTIVE MEDIA WALL RESULTS:

- Dates 11th July – 31st August (51 days)
- Campaign achieved over 17,500 unique activations throughout
- Campaign achieved 207,000 interactions
- Campaign achieved an average of 11 swipes per user
- Coverage as OMC's Campaign of the Month August 2013

TESTIMONIAL:

Emily Simpson, Client Planning Manager, ZenithOptimedia, adds:

"The O2 Travel campaign is a fantastic example of the type of innovative work that we implement for O2. It has been a pleasure working with Eye who have enabled us to deliver impact through the use of pioneering media across key UK airports."



KEY FACTS

Client: O2
Campaign: #O2Travel
Location: Manchester & Gatwick
Target Market: O2 customers on holiday



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