

British Gas Hive Warms Up Arriving Passengers

THE DETAILS:

British Gas launched the **world's first** digital out-of-home campaign using flight data to target UK passengers as they touched down in Britain. Forming part of a national OOH campaign for Hive Active Heating, they partnered with international OOH agency PSI and digital OOH specialists Liveposter to reach UK residents returning home in London Gatwick arrivals and London Heathrow during Winter.

Collaborating with Eye Airports, digital arrivals screens displayed **origin-specific welcome home messages** to holidaymakers. The creative encouraged British Gas customers to control their heating and hot water remotely via mobile, tablet or laptop. It marked the first implementation of PSI and Liveposter's international hub package, Liveposter Airports, enabling brands to create, schedule and publish digital ads to major international airports.

RESULTS:

- During the 2-week campaign in October 2014, nearly 387,000 passengers passed through arrivals in Gatwick North and South, during which time the bespoke ad copy was served to flights from a wide range of destinations.
- The campaign was later booked at Manchester Airport, proving to be a great success with further investment underway.



KEY FACTS
Client: British Gas Hive
Date: October 2014
Campaign: Hive Active Heating
Location: Gatwick Airport
Target Market: UK Arriving Audiences



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