

KEY FACTS

Client: Mulberry
Date: July 2013
Campaign: Mulberry
Location: Gatwick Airport
Target Market: Affluent
Arriving Passengers

Mulberry Target Emirates Flights at London Gatwick

THE DETAILS:

As a new client to Eye Airports, Mulberry had collaborated with OOH media owners before, but wanted a targeted campaign with less wastage. Flexibility and efficiency were important as they wanted to target London Gatwick's upmarket audiences. The challenge called for Eye Airports' creativity and a shrewd knowledge of the media environment.

Eye Airports suggested reaching arriving Emirates passengers on our digital arrivals gallery screens situated at each baggage reclaim carousel. The creative was deliberately only timed to coincide with key flights arriving from UAE. The campaign ran six days a week for four weeks and was effectively a forecasted pay-per-plane campaign, with timed creative that ran on digital screens bolstered by traditional lightbox ads in the airport.

RESULTS:

The efficiency and surgical targeting Eye Airports could offer attracted a brand new client to our Digital OOH proposition. The alertness, positive mindset and high dwell time of the airport environment strengthened this even further.

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