

LeoVegas takes off in UK airports as part of a winning national campaign

THE AIM:

To raise awareness for the LeoVegas.com website, build profile and appeal to online gamers.

THE DETAILS:

LeoVegas, the mobile casino brand, launched a national campaign spanning TV, print and Out of Home formats. Airports were also integrated as a vital part of the plan. Eye Airports were able to offer the brand a tech-savvy audience with high dwell time and who are known to travel with portable devices, be it phones, tablets or laptops.

RESULTS:

By utilising key advertising sites across Newcastle International and Belfast International Airports, Eye Airports planned a campaign supporting the advertising message throughout the passengers' airport journey. This was inspired by Eye Airports' Neuro Science study which found that reinforcement across smaller ad formats helps recall message detail, alongside larger sites which generate excitement.

Through these multiple touch-points, high dwell time and positive, alert passenger mindset, Eye Airports offered a platform for LeoVegas to really take off in airports, as well as compliment their wider, national campaign.

TESTIMONIAL:

Shenaly Amin, Country Manager UK at LeoVegas, said: "As a fairly young brand in the market, LeoVegas positions itself as a key player in the Mobile Casino sector. As a result we aim to achieve maximum exposure to people on the move. Newcastle and Belfast International Airports were definitely the way to go and, targeting hundreds of thousands of passengers every day, we were sure not to be missed. The brand took over some of the largest screens and formats, guaranteed to attract attention."



KEY FACTS

Client: LeoVegas
Date: March 2015
Campaign: LeoVegas
Location: Newcastle and Belfast International
Target Audience: Online gamers



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