

O2 roams across key Eye Airports

THE DETAILS:

O2's 'European Data Roaming' campaign was launched to educate existing O2 customers about the fixed price unlimited data plan available automatically to them whilst they were travelling in Europe. The campaign ran across a national network of Eye airports.

The campaign featured on a range of Eye media: Manchester T1 Departures Gateway (consisting of six portrait digital screens, a backlit LED lightbox and a digital 6-sheet)', Digital Eyelites, Digital Landscapes, large format external sites, as well as 2 interactive media walls, which encouraged flyers to upload their holiday photos using the hashtag #O2Travel. O2 was the first brand to feature on Eye's Terminal 1 Departures Gateway site at Manchester airport.

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:

Cameron Owens, Advertising Manager at O2 said:

"We {were} excited about this campaign which {was} promoted through various channels including outdoor, mobile, online and in-flight media. The airport is a particularly ideal environment to message O2 travelling customers and support our vision of enabling our customers to make the most of their world."

KEY FACTS
Client: O2
Campaign: #O2 Travel
Location: Eye National Network
Target Market: O2 customers on holiday

