

TESTIMONIAL China Airlines



Audience

Asia Travelers
HHI 75,000+

Media Mix

Static Billboards
Digital Billboards
Posters

Market

Los Angeles
San Francisco
New York

Objective

China Airlines wanted to advertise its new planes to specific market segments — people who traveled to Asia within the last few years with a \$75,000+ income, Asian neighborhoods and commuters heading to and from the airport.

Rationale

China Airlines wanted to reach a specific target audience exactly where they live, work and commute. They utilized OOH because of its ubiquity, reach and frequency. As a result, consumers were constantly exposed to their message.

**“The results
were fantastic!”**

By employing digital billboards and posters, China Airlines informed and increased public awareness of its brand and new 777-300 aircrafts in three major markets: Los Angeles, San Francisco and New York

For their first OOH campaign, the OUTFRONT Sales Executive ensured the project's success by exceeding China Airlines' expectations. The company raised its brand and product awareness and the marketing manager has already recommended OOH to industry peers.

Jenny Huang

Marketing Manager, China Airlines