



OOH Case Study

United

Problem

How can United enhance market share among consumers in the competitive New York market?

Solution

By highlighting the benefits of Newark airport versus other New York City.



Background

The airline market is a highly competitive category and United needed help to drive their business, particularly share of the hugely important New York market. This market has always been a struggle for United as New Yorkers tend to think of JFK/La Guardia as the default choice and discount Newark, United's city hub, as a viable option. The agency was tasked with re-framing their target audience and to drive Newark as a consideration for those flying from New York. A new target audience was developed that embodied the direction that United wanted to move towards in 2019. The "Flying With Purpose" segment was created to increase the target base (younger, more female) and focus on those who fly to experience new things, learn and grow.

Objective

Out of home is a significant part of United's overall media mix, representing about 25% of spend. The client was expecting the channel to really deliver a relevant and meaningful annual presence throughout Manhattan given the substantial budget. The overall objective was to position United/ Newark as a better alternative to JFK/ LaGuardia. They wanted to feature the ease of traveling to Newark, highlights of Newark Airport that would resonate with New Yorkers (e.g. gourmet dining), and they wanted to show strength and superiority within the market. The airline had good awareness throughout the NY market from previous campaigns, but was looking to take it to an even higher level.



Strategy

Airlines are dynamic businesses by their nature so the creative agency wanted to build a campaign that allowed their annual spend to be leveraged in a similar way, keeping the message relevant to consumers. United had tested dynamic creative on taxi tops but the ad team wanted to make this core to the campaign, not just a one off PR stunt. The major focus was to show the time it takes to get to Newark versus other NYC airports. The agency knew that they needed to make this highly visible to the target so they constructed the media plan to resonate the most sought after and convertible audience. M1 data was used then the ad team cross referenced this with 9th Decimal location data to identify the highest indexing zip codes for the target audience. The agency was already using large impact, high profile perm units so to maximize reach and ensure delivery high frequency, the focus was on small format, digital led street furniture. This included kiosks, digital bus shelters, and digital newsstands. Also included were digital taxi tops to increase frequency across the city. By focusing on small format digital, the agency was able to create a custom package for United that reached the right consumer with a hyper localized message but at scale. Over 500+ sites were synced to a traffic feed, that provides the current driving time to Newark vs JFK or LGA. Each screen was pulling specific data pertinent to its exact location comprised of 500+ data calls, every single minute of the day to ensure that each location had the exact times based on current traffic. If at any point the travel time was not in favor of Newark the creative

in that spot changed to a generic Fly United message. This innovative approach to real time dynamic creative aided in showing increases in consideration and awareness in their brand tracking study. This campaign is a perfect example of data driven out of home. Data informed the exact locations and data driven creative ensured that the campaign delivered relevance to the target audience.

Plan Details

Markets: New York City

Flight Dates: April 15, 2018 - August 4, 2018 / September 30, 2019 - December 22, 2019

OOH Formats Used: Digital Kiosks, Digital bus shelters, Digital Newsstands, Transit Stations Digital Screens, Taxi Tops

Target Audience: Adults 25-54

Target Audience Reach: 69.9% over the campaign

Target Audience Frequency: 32.4x over the campaign

Total Impressions: 203 Million



Results

The advertising team was able to use proprietary M1 data to strategically select individual placements for all out of home locations to ensure a highly targeted campaign. The team expanded the use of dynamic creative to street furniture and sparked a greater conversation around different uses that will roll out this fall. While the agency doesn't have specific research that indicates consideration amongst the "Flying With Purpose" audience – it is known that the United campaign was highly visible in the Manhattan market, reaching about 70% of the target audience and is performing well on United's own brand tracking studies.