

Digital Willow Delivers First-to-Market DOOH Ads at Scotland's Busiest Airport



Summary

Looking to generate awareness through a new medium of messaging, UK agency Digital Willow worked with StackAdapt to run their first-ever digital out-of-home (DOOH) campaign. Run across multiple airport hubs in England, Ireland, and Scotland, Digital Willow successfully incorporated DOOH as part of their holistic marketing plan. This generated a boost in impressions and overall reach for their client, the tourism board for Visit Isle of Man, reaching travellers while they were in a contextually relevant state of mind.

Results

While their multi-channel campaign was live, Digital Willow drove the following results, compared to the same time last year:

- The term "Isle of Man" had 263% more click volume.
- An improvement of 140% in CTR and 66.17% in CPA for their core search campaign.
- An increase of 11.1% in CTR for display ads in targeted geos, compared to the rest of the country.



Digital Willow specialises in digital communications strategy and media buying. Their approach to planning and buying digital media means reaching the 'right' consumers at the 'right' time, with the 'right' messages. They focus on helping businesses generate leads and grow sales through digital marketing.



Nestled in the heart of the Irish Sea, the **Isle of Man** can be reached by ferry or plane in as little as 30 minutes from the UK and Ireland, making it a welcome escape so close to home.



By leveraging DOOH inventory with StackAdapt, we were able to pinpoint the most appropriate locations for our campaign, integrating this activity as part of a holistic digital media buy. This ensured maximum impact and reach with our target audience.

–Amber Williamson, CEO of Digital Willow

Challenge

As trail-blazers in digital marketing, Digital Willow was looking for unique opportunities to advertise and enhance their holistic media offering to their clients.

Strategy



DOOH

Digital Willow established various DOOH advertisements across the major travel hubs connected to the Isle of Man. This included placements in London, Liverpool, Manchester, Bristol, Dublin, and Edinburgh. At one of these locations—Scotland's busiest airport, Edinburgh Airport—Digital Willow was first-to-market with DOOH across 43 portrait digital screens by JCDecaux, providing immense value for their client.

JCDecaux



Multi-Channel Integration

To supplement the success of the DOOH advertising, Digital Willow ran mobile banners in the targeted areas to reinforce the message to individuals who had likely been exposed to the DOOH ad. This resulted in an additional 3 million impressions served!



Creative Optimisation

To make their messaging impactful and resonate with their target users, the team leveraged breathtaking landscape scenery paired with location-specific messaging that reflected personalised travel time depending on connection points. For example, the creative messaging at Edinburgh Airport included "Extraordinary is... less than an hour away", whereas Liverpool read "Extraordinary is... less than 30 minutes away".

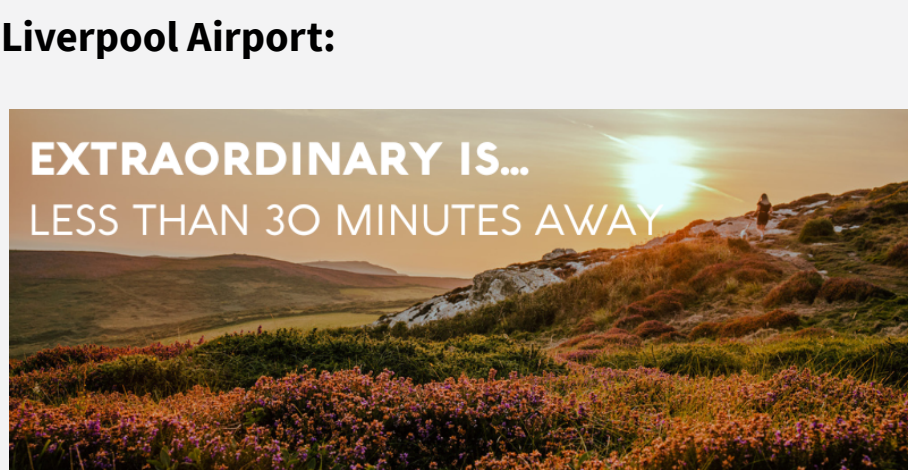
Personalised Messaging With DOOH

Digital Willow launched high-quality creatives with messaging that was specific to each airport hub's connection points.

Edinburgh Airport:



Liverpool Airport:



Execution

To set up their DOOH ads, Digital Willow worked with their StackAdapt team to leverage JC Decaux inventory through one of StackAdapt's supply partners, VIOOH. These campaigns were executed directly in-platform and they were able to see results within the Reporting tab alongside their other campaign tactics.

Outcomes

Since the launch of this campaign, StackAdapt and Digital Willow continue to launch multi-channel campaigns with Visit Isle of Man. Digital Willow has unlocked new brands given the success of this campaign with StackAdapt, and they look forward to building their partnership in the future.