WE MAXIMIZED ATTENDANCE AT ICELANDAIR'S *AROUND THE CORNER* FESTIVAL

Icelandair is a leading airline option for Transatlantic travel to and from Iceland. Aiming to to enhance awareness, consideration, and sales among Boston consumers, the airline launched a 3-day immersive event in Cambridge to give Bostonians a "taste" of Iceland's offerings. Icelandair implemented a large-scale targeted OOH campaign to raise awareness of the festival, drive attendance to the event, and ultimately boost brand awareness and ticket sales.

STRATEGY & TACTICS

— **Strategically Placed:** Icelandair leveraged a mix of high-impact static & full-motion digital OOH tactics to provide unmatched visibility from Boston to Cambridge. In addition to reaching residents and daily commuters, the campaign timing aligned with the iconic Head of the Charles Regatta to capitalize on the influx of tourists and reach the target demographic of affluent travelers.

— **Creative Excellence:** The OOH campaign featured simple, eye-catching creative with an enticing call-to-action that read "Win a free trip to Iceland." QR codes facilitated consumer engagement and measurement while providing more event info & enabling ticket registration.

— **Client Success:** The OOH campaign effectively generated interest in the festival, maximizing attendance and selling out the event. Icelandair reported strong consumer engagement, with an organic social reach of 493K and 1,781 QR code scans tracked. Ultimately, the airline saw an increase in brand perception, interest in transatlantic travel, and flight bookings.

ICELANDAIR

OUTFRONT/

RESULTS

SOLD OUT EVENT

7,500
TOTAL ATTENDEES

1,781
QR CODE SCANS

INCREASE
IN TRANSATLANTIC TRAVEL INTENTIONS, CONSIDERATION IN ICELANDAIR, & FLIGHT BOOKINGS