

Customer Success Story

With the flexibility and robust data capabilities available via programmatic digital out-of-home (DOOH), Tourism Tasmania enlisted Vistar Media to activate a powerful DOOH initiative depicting the depth and breadth that Tasmania has to offer.

Objective

Aiming to increase awareness, consideration and tourism traffic for Tasmania, the agency activated a data-driven DOOH strategy across several Australian territories — adjusting creative and targeting tactics throughout the campaign, as pandemic conditions and government restrictions changed.

Our Strategy

Tourism Tasmania identified two micro-level audiences using Vistar Media's data-driven targeting capabilities: "Raw Urbanites" and "Erudites." Vistar analysed these audiences' movement patterns to properly target DOOH screens for tailored campaign creatives.



How We Got Here

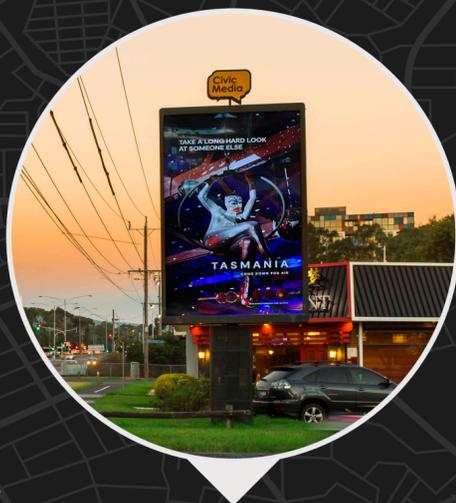
✓ Tailored creatives by location

✓ Campaign optimisations for real-world changes

✓ Strategic buying via open exchange & PMPs

✓ Footfall analysis for ROI evaluation

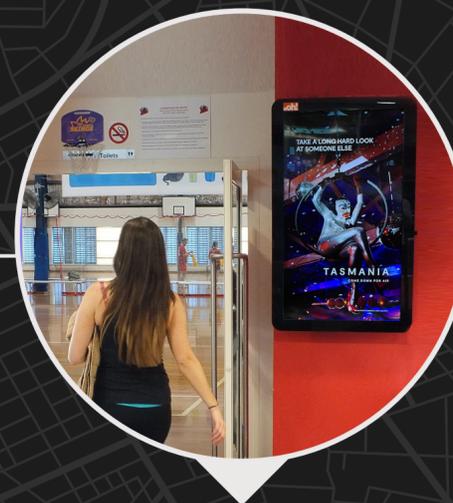
Across the Consumer Journey



BILLBOARDS



BUS SHELTERS



SPORTS ENTERTAINMENT

“

Not only was [DOOH] a key lever for other media channels for us but in its own right, it delivered a 10% increase in intent for people wanting to travel to Tasmania from those exposed to the programmatic OOH media – which is a fantastic result.”

EMMA TERRY, CMO, TOURISM TASMANIA

Results

+30%
lift in awareness

+32%
lift in consideration

16.2%
increase in visitation to Tasmania