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

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 form of brand awareness and would reach for the first time, the target audience they sought to influence with their messaging.

**Results**

**The ‘Isle of Man’ had 263% more click volume.**

**Summary**

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

**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 JC Decaux, providing immense value for their client.

**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 set up and launch their campaign with StackAdapt’s supply partners. The campaign was operated through StackAdapt’s ad delivery platform. They worked closely with the JCDecaux team to ensure the campaign was set up correctly and delivered to the right audience.

**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.

Digital Willow specialises in digital communications strategy and media buying. Their approach is to extend and enhance digital advertising using creative messaging that’s impactful and effective. By working closely with StackAdapt, they’ve been able to create campaigns that drive results for their clients.

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.

To set up a meeting with the StackAdapt team to get started.

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