

OOH for Travel ↘



# QUESTIONS & ANSWERS

**OMP** *TOUCHÉ!*



# Touché!



Sara Daher, **TOUCHÉ!**

## How do you pitch the **flexibility of digital to your travel clients?**

DOOH provides a world of opportunity that was previously not possible with static OOH. In addition to practical aspects, such as lower production requirements, shorter timelines to go live and possibility of infinite creatives, DOOH unlocks:

- 1 Flexibility to contextualize creative to location, time of day/week/month, weather, traffic, etc.
- 2 DOOH can be purchased programmatically, therefore we can move from a very broad impression purchase to an audience first strategic DOOH plan.
- 3 With OOH pivoting to digital, we can now use this media for mid to lower funnel campaigns (OOH was predominantly used for upper funnel campaigns in the past).

DOOH provides  
a world of  
opportunity

Ahead of winter, how far in advance do you **start planning client strategies in OOH?**

Winter season is the 'super bowl' season for Travel clients. It's the season where demand is at its highest due to all activities - Black Friday/Cyber Monday/ Thanksgiving CA/Thanksgiving US, Sun Destinations in colder months/Skiing interest based in Dec, Xmas/New Years. We prepare for it as one would for an annual strategy where it's always top of mind. We are always on the look out for new trends, data and metrics that can help us stand out when it's go time. OOH specifically requires pre-planning. On one hand we understand the demand in market and therefore locations and negotiations have to start early to be able to own that share of market before our competitors, but our job also entails finding creative ways to make the placements work harder through the messages that answer to the need states of our guests. We try to book our campaigns as early as June for launches in Q4, allowing the partners enough time to bring out the best messages to stay top of mind.

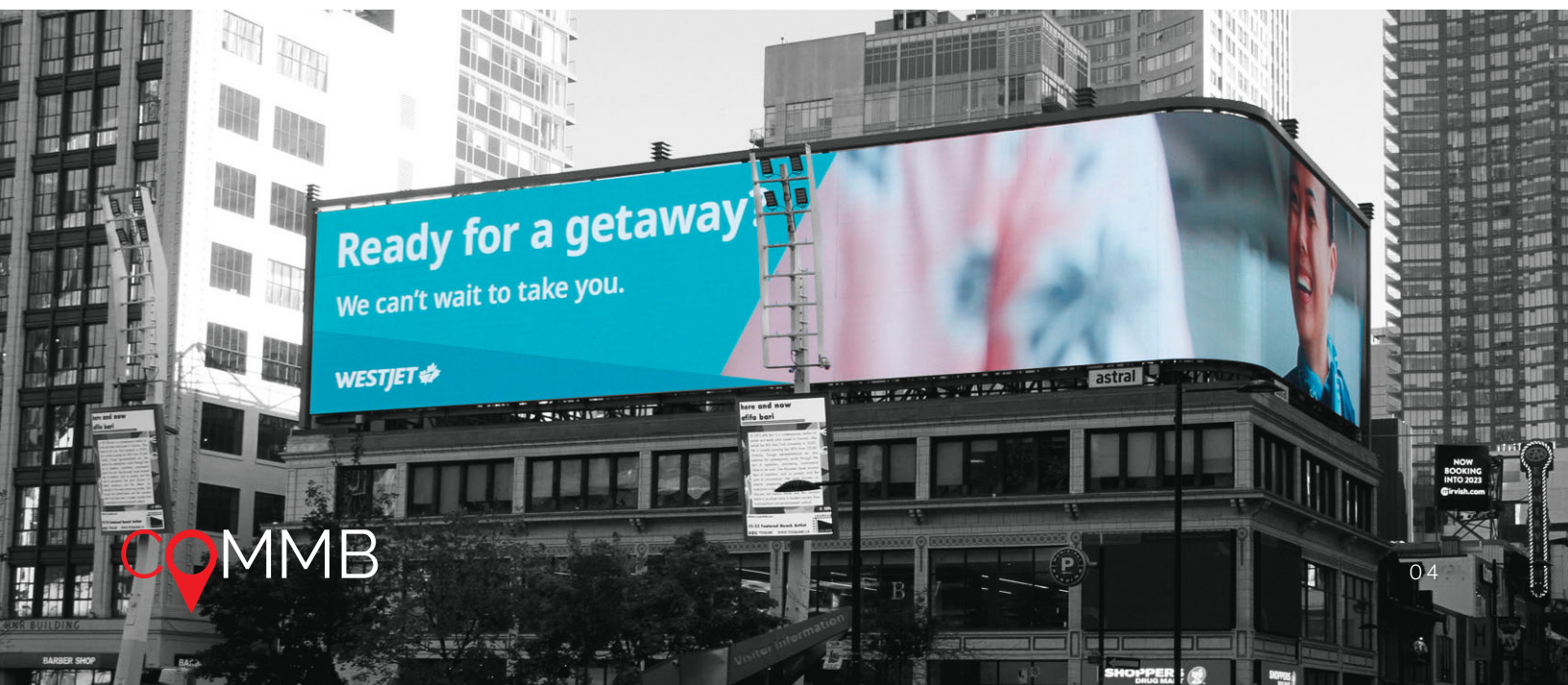
# the 'super bowl' season for travel clients



What is your **multi-media advertising strategy** for 2023 and how does it involve OOH?

Travel is a category that is heavily influenced by external factors (a global pandemic, economic downturn, geopolitics, etc.). As such, working with a travel business means thinking ahead and lots of agility. We always need to be ready to shift with the market trends and what's happening on the ground. Our biggest challenge is setting ourselves up for flexibility, regardless the line of business. Our strategy entails thinking platform agnostic, and choosing the right channel to work towards the right metric. With the advancement of programmatic, we reserve a big share of our buys on DOOH to allow for flexibility and message rotations. The more specific the message, the bigger the need for pOOH. For 2023, we would select high traffic locations with large formats that can be always on with the brand messaging, in addition to carefully identifying and owning the right digital placements and formats which could rotate and support the retail messages as they come. In doing so, we can be in market within a few days to battle competitors' offers, as well as speak to our own.

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# believe in effective metrics

With travel competition in the market, what are your strategies for travel brands to **stay top of mind with consumers** as vacation booking returns to pre-2019 levels?

Going back to basics. We have to be always on with our brand messaging, to build on saliency and resonance. At Touché! we believe in effective metrics. It doesn't stop with having the highest share of impression, we look beyond that. We measure and monitor brand metrics and sentiment, which helps inform when to up-weight our flighting or presence, while also being relatable through the messages we put out there. Our mentality is what you think you know is not the full picture, so we keep learning and updating our strategies and tactics. Understanding our audience segments is a priority, as it helps us curate our messages and win with them at the right time and in the right places.



# OMD



Maelys Hordies, OMD

Ahead of winter, how far in advance do you **start planning client strategies in OOH?**

As early as possible - especially for traditional OOH! There is a lot of competition in market and many of our vendors have let us know that inventory has been selling out fast. For example, we started planning a campaign end of October that is set to go live in Q1 2023, and realized that a lot of the placements were already spoken for. With the return to balance and traffic nearing pre-pandemic levels, we don't foresee this trend changing anytime soon. Even digital out-of-home that usually offers greater flexibility is in high demand and requires longer lead-times. For this reason, we try to get sign off on out-of-home between 3-6 months ahead of time to ensure we get access to the best inventory.

get access to the  
best inventory



# cost effective way to test

**How do you pitch the flexibility of digital to your travel clients?**  
(I.e. last minute details, discount offers, travel sales.)

We have seen these past couple of years that we need to be able to pivot (yes, I used that word) very quickly and take a more agile approach when it comes to planning and buying media. Digital (DOOH or other) allow brands to respond very quickly to something by doing a creative swap or easily pulling an ad out of market all within a matter of hours. For example, we used digital to promote a limited, seasonal flights between two destinations and switched out creative at the end of the season. Another way to see digital is that it can be a cost effective way to test out different creative iterations and see what sticks with audiences.

## With travel competition in the market, what are your strategies for travel brands to stay top of mind with consumers as vacation bookings return to pre-2019 levels?

While we have entered recovery, the pandemic forced Canadian travellers to change their travel habits, new trends were born, and interests have shifted. For example, Revenge Travel is still very much a thing, despite the inflation. Sustainable travel is trending with travellers wanting to support local cultures and limit their environmental impact. It will be important to understand these new trends and how they impact travel to be successful. In 2023, our approach will be focusing on key seasons and events throughout the year, while taking abnormal booking windows and trends into consideration. We will leverage the flexibility of digital to promote offers, and creative will be tailored to these trends and be used to inspire Canadians to visit our destination.

In a competitive landscape like this one, OOH can be a great way to make a big splash and create word of mouth, while complementing other media. We recently launched a stunt TSA for one our Tourism clients (photo below) and this alone had a positive impact on overall media and business results.



# Thank You!

Want to be featured in COMMB's next Q&A?

↵ **Get in touch!**

111 Peter St., Suite 605

Toronto, ON, M5V 2H1

(416) 968-3823

[Imenzies@commb.ca](mailto:Imenzies@commb.ca)

