

Initiative

Islas
Canarias 
LATITUD DE VIDA

·taplap™

Turismo de Canarias
**increased the impact of
their campaign among new,
potential travelers** in a multi
market DOOH campaign
that leveraged geospatial
intelligence to optimise
context and creative

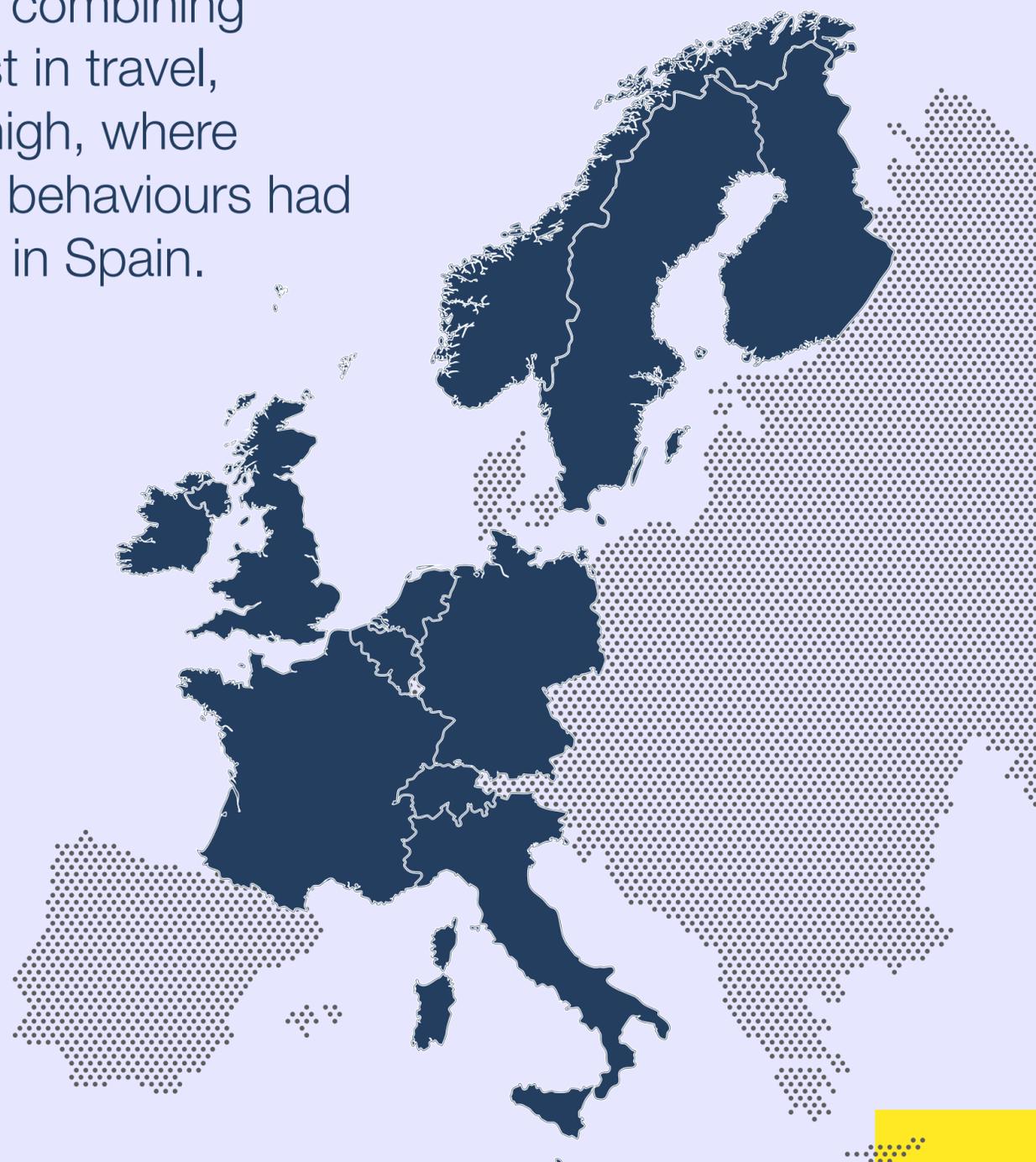


Achieving more on-target reach

Turismo de Canarias used geospatial intelligence to select the optimum DOOH screens throughout Europe in areas that delivered the highest concentration of their target audience.

Their area-based audience was built by combining locations where relevant content interest in travel, lifestyle, food, eco and adventure was high, where there was high mobility and where past behaviours had indicated preference for beach holidays in Spain.

By allocating more budget to those areas and screens with the highest audience affinity this maximised impact and efficiency delivering **11% more on-target reach** vs benchmark.

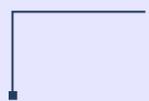




Capturing more attention with Dynamic Creative Optimisation (DCO)

The campaign used social listening in the six key markets to identify trending topics unique to each place that were activated in the capital cities.

Creative was dynamically updated with custom messaging based on these trending topics, activated in areas of high audience affinity generating **17% more interest than without DCO.**



Carlos Sainz has 'no bad words' for Ferrari despite being replaced by Lewis Hamilton for 2025

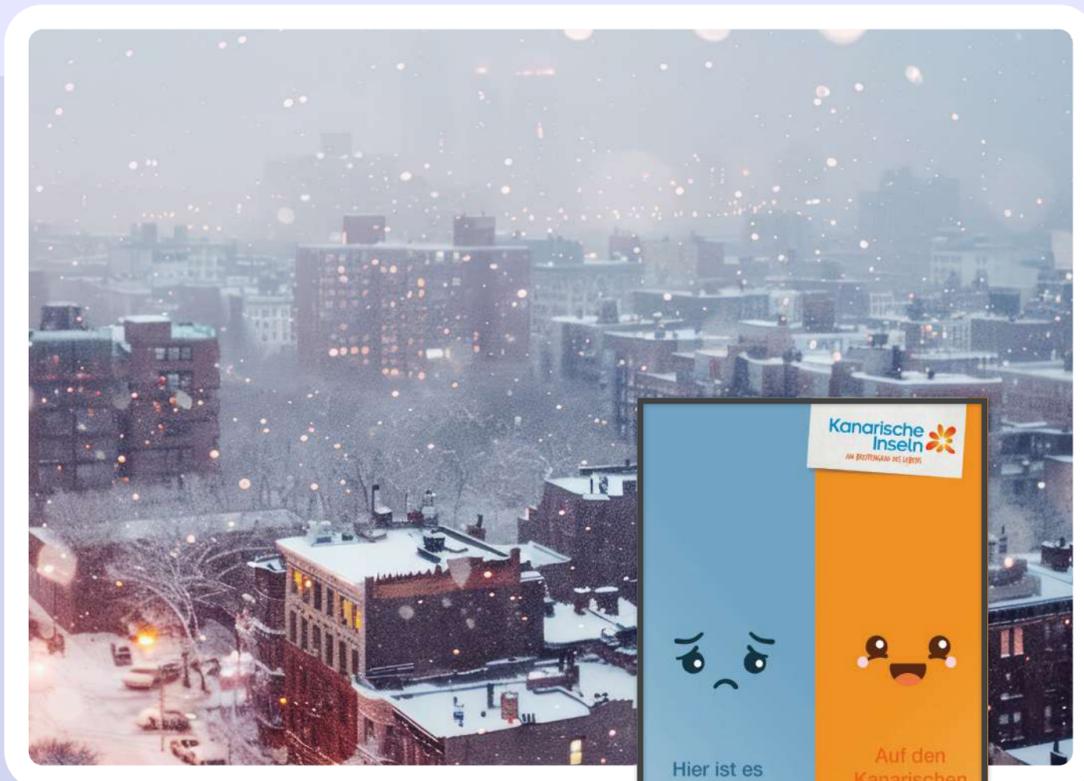
Originally posted on [Football365](#) | By [Gaurang Kadam](#) | Last updated 10/03/24

Carlos Sainz has been racing for Ferrari since January, the Maranello-based team. Lewis Hamilton would join them for 2025. Hamilton would replace Sainz, partly because Sainz has no resentment toward Ferrari.

Carlos Sainz is known for his calm and collected nature. He no longer drives for Ferrari after the team announced Lewis Hamilton as his replacement in 2025.



London



Berlin



By focusing DOOH screen selection, budgets and creatives around their audience, Turismo de Canarias was able to minimize waste at every opportunity and create a better, more engaging campaign for potential customers.

The campaign delivered strong brand uplift as measured by Happydemics

30%

increase in brand sentiment

25%

more likely to consider the Canary Islands as a future travel destination

 **happydemics**

tap tap™

YOUR AREA-BASED OMNICHANNEL DSP

