



Market

Los Angeles, Dallas- Ft. Worth,
& Miami Int'l Airports



Flight

January 12 –
March 8, 2026



Targeting

A18+



Media

- Prestige Digital Network
- Gateway Digital Network
- Digital Spectaculars
- Static Banners



Goal

Gain insights into OOH campaign effectiveness by engaging with exposed passengers.

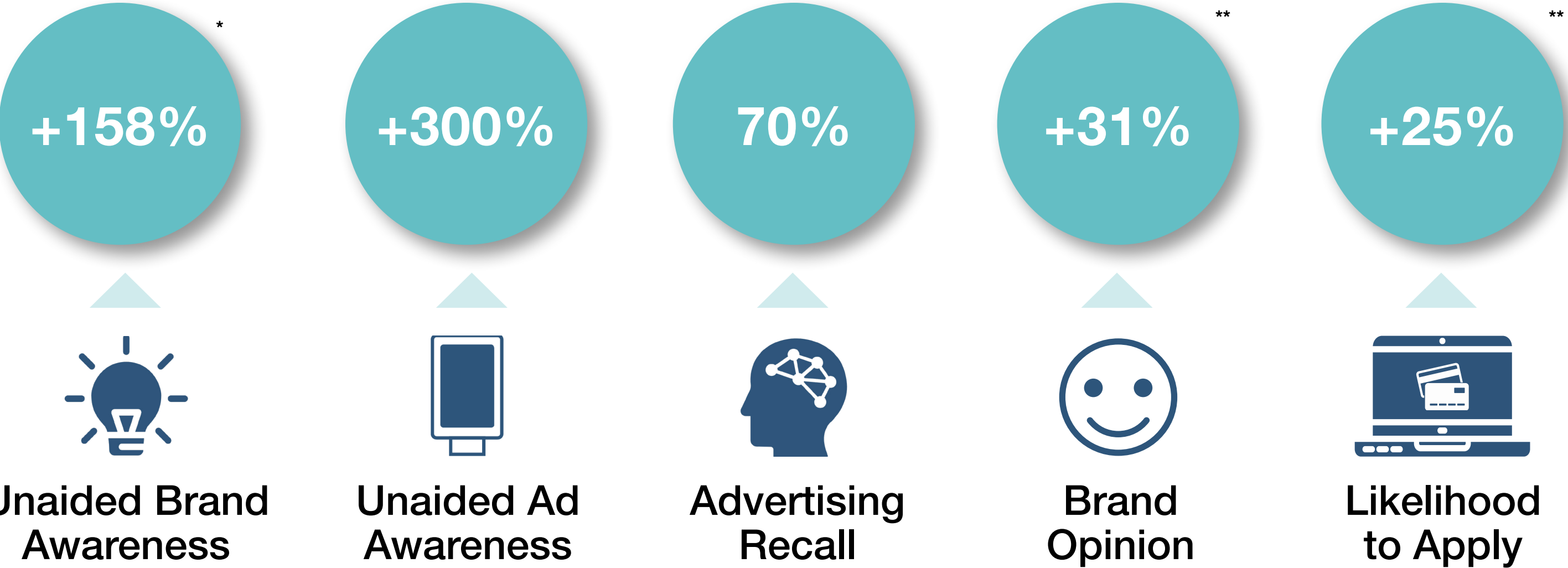


Strategy

To measure the impact of Financial Brand X's ad campaign on passengers, we used MFour's "Out-of-Home" location technology solution to collect opinions within hours of a validated visit to an OOH ad location. (i.e. Targeted JCDecaux Airports)



Results



The Financial Brand X Card leads the category in unaided and aided brand awareness, outperforming travel partnership cards from top competitors. The campaign **outperformed MFour's benchmarks** for Aided Brand Awareness (+17% vs +14%) and Ad Recall (70% vs 41%).

* from Unexposed to Exposed respondents.
** in Ad Recognizers (subset of exposed group) vs unexposed respondents