

Case Study - Paypal

Campaign Objective

- To drive passengers online through promotion of Paypal competition.

Campaign Solution

- Ferry WiFi domination on First Fleet, Supercat and Rivercat vessels.
- Poster domination and brand exclusivity on WiFi login screen. All passengers were redirected to Paypal website once logged in.
- Free WiFi onboard enabled Paypal to drive consumers online to enter the competition.

Results

- Customer reach of over 500,000 passengers over 3 week campaign period.
- 12,371 WiFi user sessions.
- Passengers were able to respond immediately to the online competition promoted on the posters and WiFi by using the free WiFi on board the vessels.
- Poster domination on board vessels delivered strong brand engagement.

