

Case Study - Visa

Campaign Objective

- Leverage Visa's sponsorship of Taronga Zoo and encourage card usage.
- All Visa Platinum cardholders could receive a free child entry to the zoo when purchasing an adult ticket.

Campaign Solution

- Inner harbour ferry assets were utilised to target zoo customers.
- Taronga Zoo ferry route was selected to target customers travelling to the zoo. Inner Harbour ferry route was selected to encourage customers to visit the zoo to take up the Visa Platinum Cardholder offer. In addition posters were placed on Circular Quay and Taronga Zoo wharf to reinforce the onboard campaign message.
- Poster domination on zoo route and heavyweight inventory across Inner Harbour.

Results

- Audience reach of approx 468,000 passengers over 4 week campaign period.
- Poster domination on board vessels delivered high impact brand campaign.

