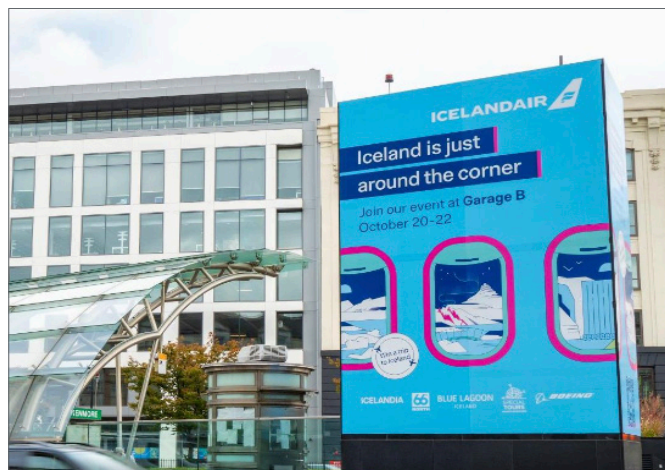


Icelandair

Background

Icelandair’s “Iceland: Around the Corner Festival”: Icelandair, the national airline of Iceland, aimed to enhance awareness, consideration, and sales among Boston consumers. To achieve this, the airline implemented a strategic 3-day immersive event in Boston, creating an opportunity for attendees to experience the essence of the “Land of Fire and Ice” through exhibits, live music, giveaways, and more. Icelandair collaborated with renowned Icelandic brands like Blue Lagoon Iceland and 66 North to host an award-winning immersive experience. The event, held at The Charles River Speedway in Cambridge, MA, showcased Iceland’s landscapes, culture, cuisine, and unique experiences. Attendees were treated to live music, celebrity photographers, and Icelandic food and drink, making it a memorable “try before you fly” experience.



Objective

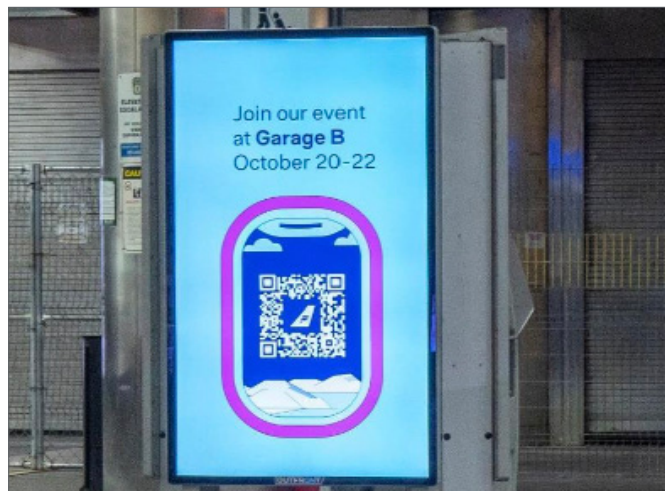
Increase Store/Business Facility/Special Event Traffic.

The primary objective of Icelandair’s OOH campaign was to generate awareness and drive attendance for the “Iceland: Around the Corner Festival” held from October 20-22, 2023, at The Charles River Speedway in Boston. The event aimed to highlight the proximity of Iceland, just a five-hour flight from Logan Airport, and its appeal as a travel destination.



Strategy

The timing of Icelandair’s “Iceland: Around the Corner Festival” intentionally aligned with the annual Head of the Charles Regatta (HOCR), a world-famous 3-day rowing event attracting hundreds of thousands of athletes and spectators to Boston and Cambridge. The event venue for the Festival, located at The Charles River Speedway in Cambridge, was strategically chosen to be in close proximity to the main staging and spectator viewing areas for the Head of The Charles Regatta. Icelandair implemented a large-scale OOH media campaign to promote and drive attendance for their event. The campaign successfully leveraged a mix of targeted OOH tactics, reaching residents across Boston and Cambridge, as well as engaging with the massive audience attending the Head of the Charles Regatta.



Plan Details

Campaign Posting Dates: 10/2/2023 - 10/29/2023

OOH Formats Used: Bus Ultra Super Kings, MBTA Green Line Subway Ultra Super Kings, Subway Interior Car Cards, Liveboards, Livescapes, Subway Station Turnstiles, Bike Share Ad Panels, High-Impact Street-Level ‘Specialty Formats’ (included Beacon Hill Windows & Kenmore Tower), Mobile Geofencing

Target Demographic: Affluent Travelers
Budget: Budget \$10,000 or larger

Results

The OOH campaign effectively generated interest and foot traffic for the “Iceland: Around the Corner Festival.” By strategically aligning with the Head of the Charles Regatta, Icelandair maximized visibility among a diverse audience, reaching both local residents and a significant number of regatta attendees. The immersive event not only increased awareness of Icelandair but also showcased the beauty and cultural richness of Iceland, contributing to the overall goal of boosting sales and consideration among Boston consumers.

The Icelandair OOH campaign played a pivotal role in driving attendance to the Boston “Iceland: Around the Corner Festival.” The event, which was sold out each day with a maximum daily attendance of 2,500 people, saw significant interest and engagement generated by the campaign. Despite venue limitations, Icelandair noted that attendance levels would have been even higher if not for the capacity constraints. Additionally, the campaign contributed to a substantial organic reach of 493,000 from social media posts, excluding influencers and partners. Tracking efforts revealed 1,781 QR code scans from the OOH creative, indicating a high level of audience engagement and interest in the festival. Overall, the campaign successfully generated buzz and drove attendance to the event, showcasing its effectiveness in promoting cultural experiences and attracting audiences by combining immersive experiences with targeted OOH advertising. By aligning with a major local event, the airline maximized its reach and engaged a diverse audience, effectively showcasing Iceland’s unique offerings. This case study highlights the effectiveness of combining cultural immersion, strategic timing, and OOH media to achieve marketing goals in the competitive airline industry.

