



TimeOut

Social Display

YOUR BRANDS SOCIAL POSTS IN TIME OUT MOBILE DISPLAY INVENTORY



Hertz @Hertz
Get through the seconds - for fr powered by @C
bit.ly/2UNPPnH
1 10:00 AM -
See Hertz's ot

JetBlue 2 hours ago
In honor of #NationalTakeAChanceDay, a reminder that you don't have to take a risk to take a chance. No fee* to change your flights, hotel or car when you book a JetBlue Vacations package by 4/30. *Terms Apply. <https://bit.ly/2HNI21c>

marriotthotels Wailea Beach Resort - Marriott, Maui
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...and many other... up more on Saturday nights and other events, such as Sky-High Yoga or film screenings.

ADVERTISEMENT

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3,032 likes

Add a comment...

LEARN MORE

London Eye: South Bank. What is it? Much like the Millenium Dome - or, as its known to those who don't remember the twentieth century, the O2

Objective | Awareness



Big and beautiful creatives that capture attention to increase brand awareness.

Goal: Get relevant audience reach

Post type: Instagram (photo or video)

Metric: Reach (ad impressions)

[See preview](#)



INCREASE ENGAGEMENT

AVOID BANNER BLINDNESS



BRITISH AIRWAYS

THE BEST LUXURY OFFER IN THE CARIBBEAN!

SAVE UP TO **67%** | 7 Nights Package
Price From **£2525*** pp

Offer Must Be Booked by 30 April

DETAILS

STANDARD
DISPLAY
BENCHMARK

0.06%

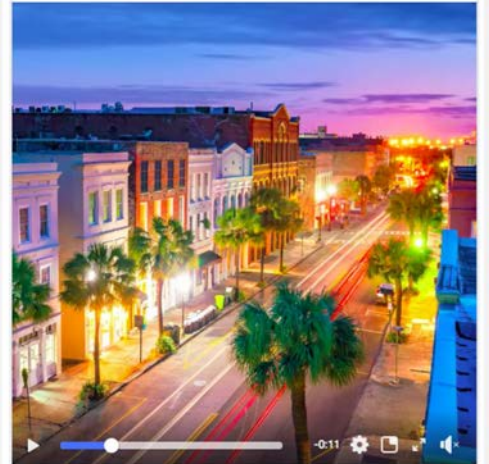


SOCIAL DISPLAY
BENCHMARK

0.54%

 **British Airways**
October 19, 2018 · 🌐

New route, old moves. Get back in the swing of things with our new route to Charleston, South Carolina from London Heathrow, starting 4 April 2019: <http://ba.uk/ySAHZg>



👍👎🗨️ 674

191 Comments 120 Shares 25K Views



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Case Studies

TRAVEL CASE STUDY NORWEGIAN CRUISE LINE



NORWEGIAN
CRUISE LINE®

Norwegian Cruise Line continues to run Social Display campaigns based strong engagement and significant brand lift.

+45%

AIDED
AWARENESS

+43%

INTERACT ON
SOCIAL MEDIA

+34%

VISIT
WEBSITE

0.6%

ENGAGEMENT
RATE

Research by: **Ipsos**

ENTERTAINMENT CASE STUDY

INTREPID TRAVEL

TimeOut



Intrepid Travel is a small advertiser that used Social Display to increase brand awareness and brand engagement.

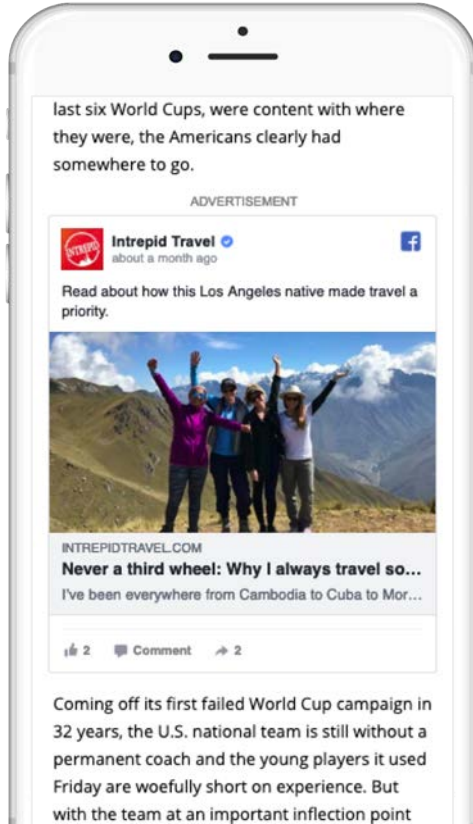
0.8%
ENGAGEMENT
RATE

11s
ATTENTION
TIME

+40%
AIDED
AWARENESS

+16%
ACTION
INTENT

Research by: **Ipsos** MOAT



TRAVEL CASE STUDY

VIKING RIVER CRUISES



Viking River Cruises is a less known brand that used Social Display to strengthen both upper and mid funnel KPIs.

+44%

AIDED
AWARENESS

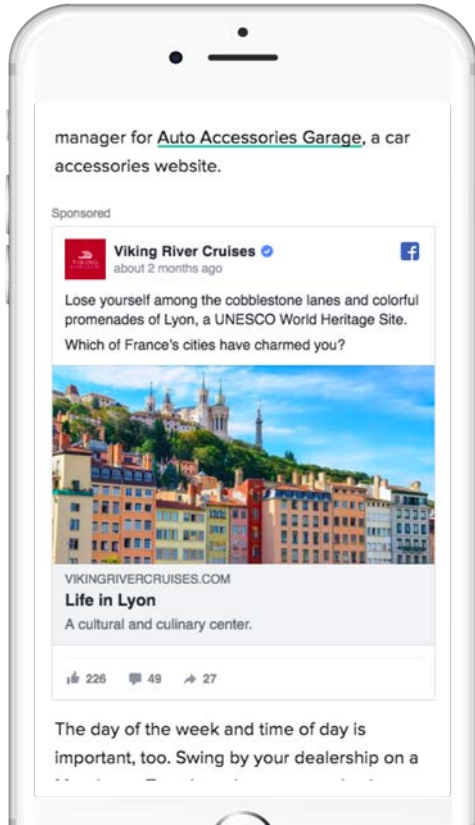
+26%

PURCHASE
INTENT

+94%

BRAND
RELEVANCE

Research by: **Ipsos** MOAT





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Thank you