



PLAZA PREMIUM GROUP

Building a strong foundation to
drive new customer growth

Case Study

Summary

Plaza Premium Group started partnering with Crimtan in April 2022, beginning with a test campaign focusing on lounges in Americas (North America, Canada and South America).

By partnering with Crimtan, Plaza Premium Group, the global leader in integrated airport hospitality experiences, drove a 37% increase in new customers in the very first month of working together.

KEY RESULTS:



Positive ROI of 2.4 for Plaza Premium Lounges



New customer rates grew 37% in the first month



Highest new customer rate in a month was 187%

*Plaza Premium Group's ROI Calculation = (Revenue - Media Spend)/Media Spend



About Plaza Premium Group

Plaza Premium Group (PPG) introduced the world's first independent airport lounge in Hong Kong in 1998. Since then they have expanded globally into over 250 locations in more than 70 international airports, to change the way we travel with their airport hospitality services.

With a mission to Make Travel Better, today, PPG operates the world's largest network of international airport lounges and redefines airport hospitality with a portfolio of 13 brands and by embracing innovation and technology to offer 360° award-winning airport experiences, including lounges, airport terminal hotels, dining concepts, concierge services, a membership program and a travel experience digital platform.

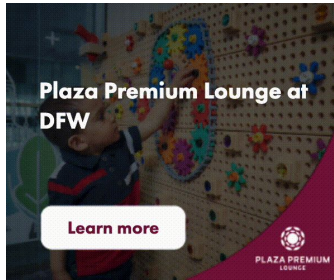
Challenges

Plaza Premium Group was experiencing growth issues due to limited regional brand awareness. Our objective was to elevate awareness and drive ROI with a localised, pragmatic approach. Plaza Premium Group also engaged in a number of high-performance activities around flash sales, which required tactical campaigns to be launched automatically and quickly.

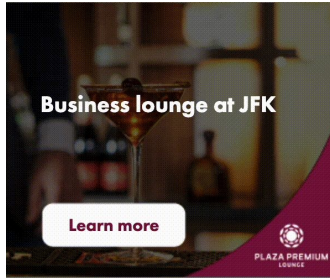
Plaza Premium Group's product offering was also niche and targeted a specific portion of in-market travellers. This meant every campaign required careful planning and bespoke creative. To put it simply, a cookie-cutter marketing plan would not suffice.

- Plaza Premium Group provides niche products within the travel vertical; targeting in-market travellers. Therefore a cookie-cutter template used for airline and hotel was not suitable.
- As the brand continues to expand globally, it also requires more effort in building and increasing brand awareness in new regions.
- Frequent tactical and seasonal campaigns requires recurring updates, creative changes, and quick turnarounds.
- Due to the pandemic with travel limitations and slow recovery (at the initial stage), they had to manage with a lean marketing budget. Hence, programmatic DCO was identified as a potential solution to drive better efficiency.
- Consumer behaviour has undoubtedly shifted post-pandemic and this meant there is an increased appetite for travel services and products. However airport lounges are still seen as exclusive, premium 'clubs'. Plaza Premium Group's ambition is to reposition their products as accessible and pay-as-you-go, to all travellers.

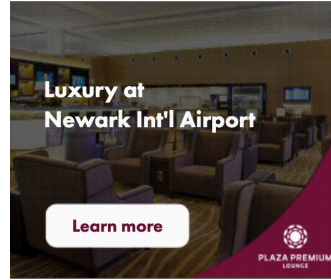
How Plaza Premium Group leveraged DCO to increase brand awareness



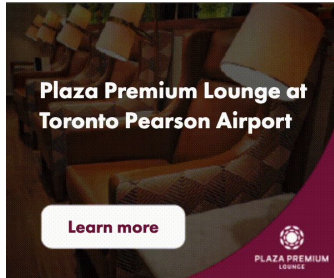
Audience: Family
Origin Airport: DFW



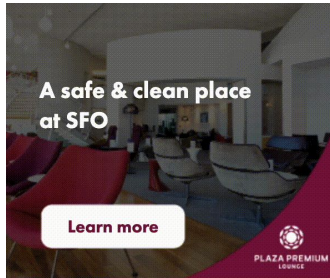
Audience: Business
Origin Airport: JFK



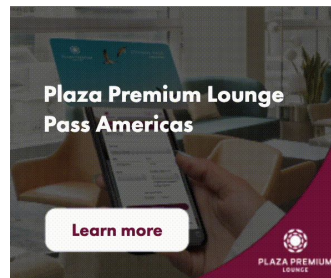
Audience: Luxury
Origin Airport: EWR



Audience: Economy
Origin Airport: YYZ



Audience: Health
Origin Airport: SFO



Audience: Families, Group Travellers, Value seekers

Using programmatic advertising to power dynamic creative optimisation, Plaza Premium Group wanted to target six different types of audiences for their lounges across North America, South America and Canada.

With a single template, the ad copies and images are pulled from a data feed and populated according to the traveller's persona, intent and nearest airport lounge location.

The banners on the left are some examples.

**New Customer
Rate in First Month:**

37%

Results

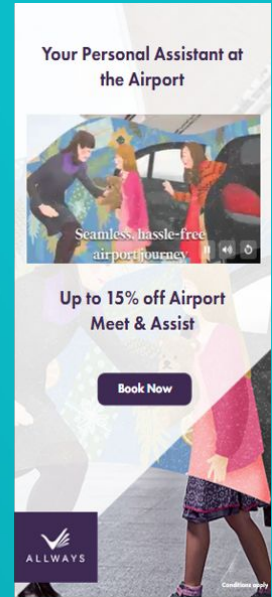
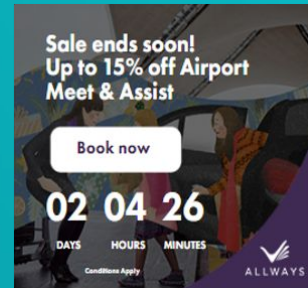
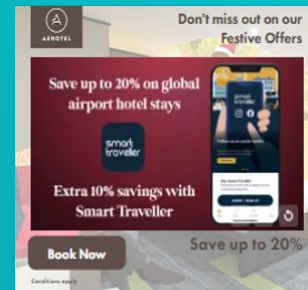
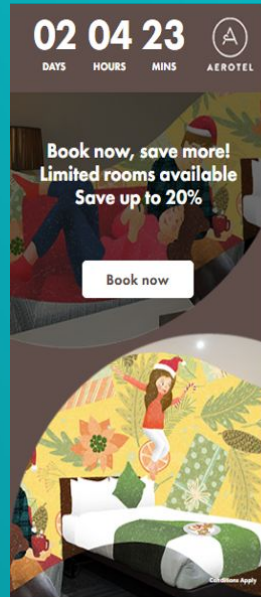
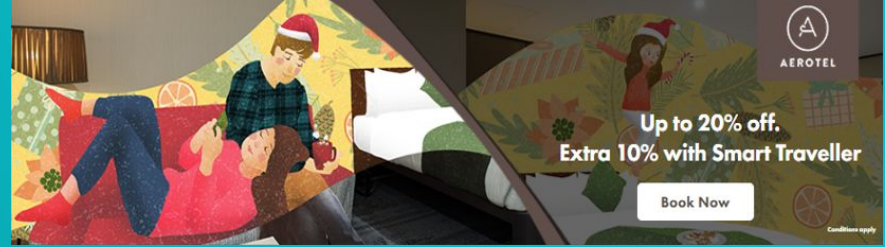
The campaign ran for two months in Q4 2022, generating a positive ROI of 2.4 for Plaza Premium Lounges. Crimtan's ArchiTECH platform gives real-time intent signals which enable us to serve the most relevant creative to travellers, depending where they are in their lifecycle journey.

In terms of new customers, individuals who have never visited a Plaza Premium Lounge before, this metric also increased significantly. New customers grew by 37% in the first month that we ran the campaign. In the months that the campaign was running, we saw even higher growth rates. The US was where Plaza Premium Lounges saw the highest growth rates, where the number of new customers grew by an impressive 187%.

A Growing Partnership

Upon the success of the test campaign, Plaza Premium Group included some of their other products, such as Aerotel and Allways, targeting the global market. The first campaign for Aerotel surpassed expectations at an ROI of 6.07, where the target ROI was 2.

$$\text{ROI} \left(\frac{\text{Revenue} - \text{Media Spend}}{\text{Media Spend}} \right)$$



TESTIMONIAL:

“This campaign kick-off represents the first stage in an ongoing campaign and we’ve already seen major success in acquiring and converting new customers. Because of the nature of the travel industry, Crimtan’s speed to market and flexibility allowed us to pivot to changes quickly and efficiently. We’re looking forward to partnering with Crimtan further in 2023 as we continue to grow our business, brands and product offerings.”

- **Esther Tan, Global Director of Marketing, Plaza Premium Group**

TESTIMONIAL:

“Challenges are simply opportunities in disguise, and through this partnership, we were able to turn each obstacle into a stepping stone towards success. With a niche and ever changing target market, we embraced DCO to efficiently target in-market travellers - something that Plaza Premium wasn't able to do with their previous efforts into programmatic. Our agile and flexible strategy allows us to quickly pivot and adjust to seasonality, and we were able to increase brand awareness in new regions and subsequently drive ROI. With our expertise and quick turnaround, we were able to address the dynamic nature of the brand, overcome challenges and achieve exceptional results.”

- **Joshua Wilson, Commercial Director JAPAC, Crimtan**



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