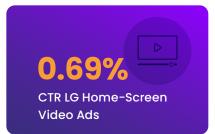


# **Turkish Airlines Leverages ArabyAds CTV for Greater Tourism Appeal and Brand** Connection







## **The Objective**

Turkish Airlines partnered with ArabyAds CTV to amplify awareness and create curiosity for tourism in Turkiye & create engagement with the brand theme

## The Challenge

- ▶ Faced intense competition from numerous local and international brands
- ▶ Targeted viewers interested in premium internet services and entertainment
- Used diverse ad formats and platforms to convert viewers into customers

## The Approach

- Targeted countries included Bahrain, Iraq, Kuwait, Qatar, Saudi Arabia, and UAE
- Focused on 25-45 year-olds, international travelers, fans of Turkish TV series, and lifestyle seekers
- ▶ Applied filters to reach niche audiences
- Utilized home screen ads on LG and Hisense TVs with audio-enabled, non-skippable videos
- ▶ Implemented in-app instream ads for additional engagement

### **The Results**

Reached over

29%

in KSA

devices in 4 weeks

23% in UAE

16% in Oatar

Secured a

0.69%

CTR on LG home-screen video ads

on Sundays

0.63% on Saturdays

49%

of the audience showed high interest in travel content, with notable engagement from movie fans and heavy streamers