

# Oppo Digital

## Objective

- To promote Oppo's range of Planar Magnetic headphones to a frequent flying audience.
- To enable British Airways' customers to test the product in a relaxed environment.

## Solution

- A long-term Product Placement partnership with British Airways where all Executive Lounges at Heathrow T3 and T5 have relevant Oppo headphones at all Work and Entertainment Zones.
- A bespoke stand was designed and displayed in 2 of our most premium lounges over a period of time.
- Customers were able to use the products either on the stand, or to enjoy them in the comfort of their own seat within the lounges.



In Lounge – Experiential Zone

## Results

- In the first 3 weeks of the Product Placement partnership an increase in the number of customers using supplied headphones in the Work and Entertainment Zones was evident.
- Over 1,000 British Airways customers tested the products on the stand during the experiential activity.
- Oppo Digital were able to drive data capture through a series of competitions.



In Lounge – Product Placement and Brochures