

Place Exchange generates excitement for Turismo De Portugal, delivering 20 million impressions across NYC streets and airports



Turismo De Portugal wanted to bring Portugal to life in NYC and reach travel enthusiasts by delivering eye-catching OOH ads across street furniture, transit, billboards in the city's most populated and high-income zip codes.

Campaign Overview:

- **Markets:** New York City, NY
- **Audience:** General A18-65
- **Publishers:**

ADKOM Clear Channel Intersection

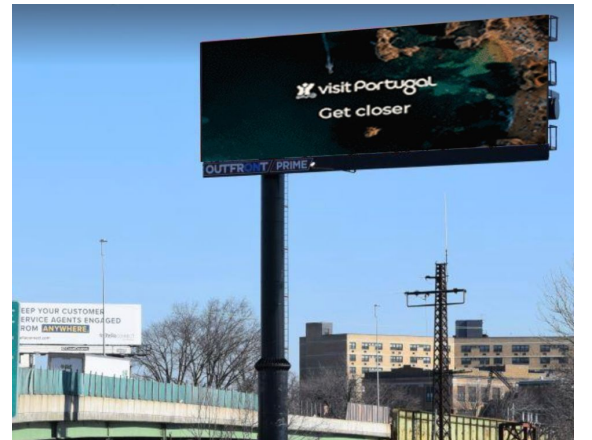
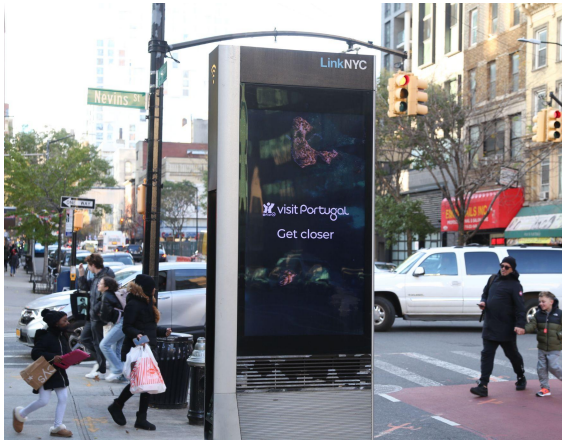
LAMAR **OUTFRONT** screenverse SMART CITY MEDIA

Solution:

In a global collaboration, Turismo De Portugal's agency, Dentsu Portugal, accessed Place Exchange US inventory via their DSP, Google DV360. Ads were programmatically delivered to high-impact DOOH screens in the travel authority's targeted zip codes. Delivery was dayparted to peak commuting hours, capturing the attentions of adventure-seeking New Yorkers considering their next travel destination.

Contact sales@placeexchange.com to learn more

High-impact eye-level screens, roadside billboards, and prominently positioned airport displays.



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