



Lift off in North American for prestige flag carrier

A prestigious flag carrier made their North American debut with Premium World, reaching high-value travel and business audiences using video across a curated mix of owned-and-operated and trusted US partner.



77%

higher in-banner
video VTR in NY
vs. benchmark



6.7%

Overall Brand
Uplift in Los
Angeles



6.1%

Overall
Brand Uplift in
New York

