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CASE STUDY | AIRPORT HOSPITALITY

# Plaza Premium: 187% peak US growth

Personalised creative and real-time traveller insights helped Plaza Premium Group reach new lounge customers, with peak US new-customer growth of 187%.

Crimtan | November 2026

ABOUT THE CLIENT

# A global leader in airport hospitality

Plaza Premium Group is a global leader in integrated airport hospitality. It launched the world's first independent airport lounge in Hong Kong in 1998.

Its portfolio includes airport lounges, terminal hotels, dining concepts and concierge services, with a mission to Make Travel Better.

**Plaza Premium Group**

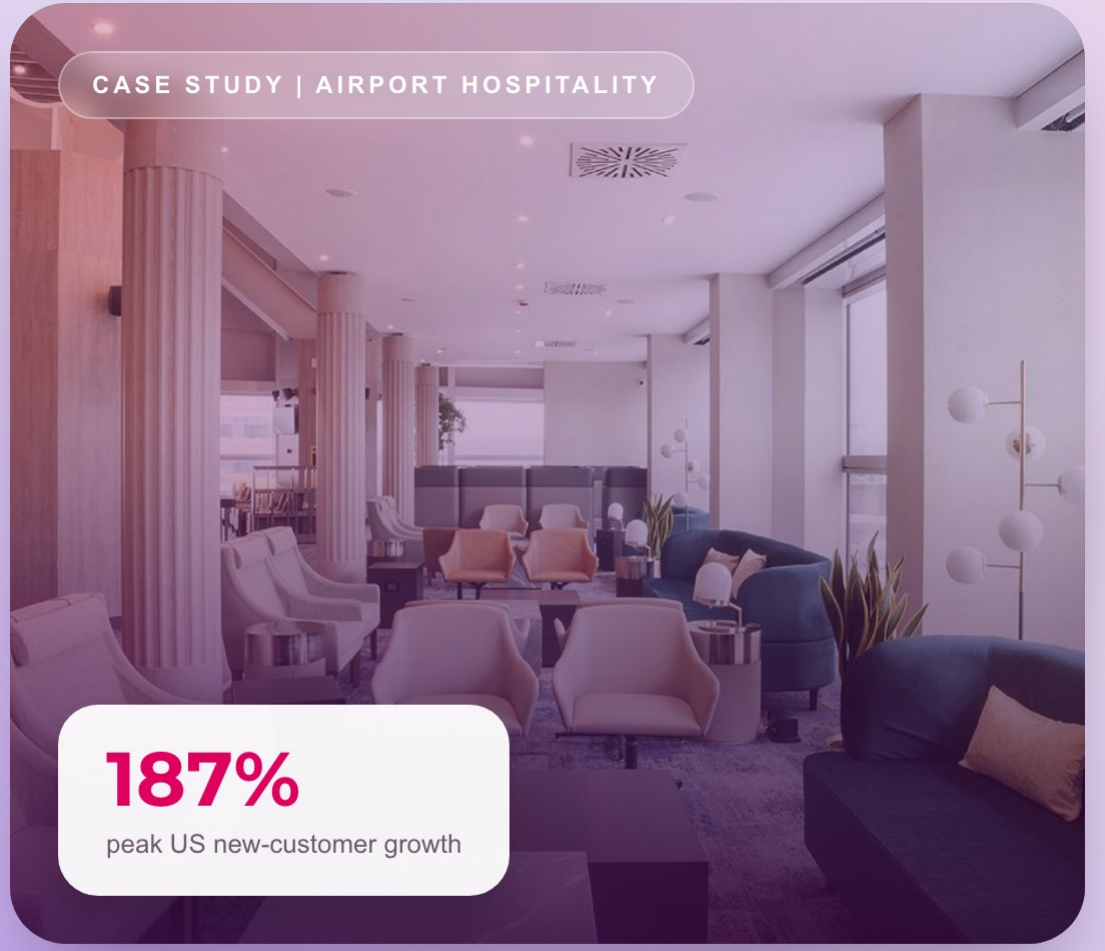
Sector: Airport hospitality
Market: North and South America, and Canada
Focus: Dynamic Creative Optimisation (DCO)



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THE CHALLENGE

# Low awareness and lean budgets




Despite its global presence, Plaza Premium Group struggled with regional brand awareness, particularly in the US and Canada. Limited visibility slowed customer acquisition, while a niche target audience required a highly tailored marketing approach.

Frequent tactical and seasonal campaigns demanded fast, flexible marketing solutions. Lean post-pandemic budgets and changing travel behaviours added to the challenge, with airport lounges still perceived as exclusive.

Plaza Premium Group needed a dynamic, data-driven strategy to grow its presence and position its lounges as accessible to all types of travellers.



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THE OBJECTIVES

# Four goals for the campaign

### Increase regional awareness

Build brand awareness across North and South America, and Canada.

### Acquire new customers

Reach travellers who had never used Plaza Premium lounges.

### Deliver measurable ROI

Use highly targeted, data-driven campaigns to generate a measurable return.

### Move quickly

Launch tactical campaigns and seasonal offers with minimal delays.



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THE SOLUTION

# Personalised creative on real-time insight

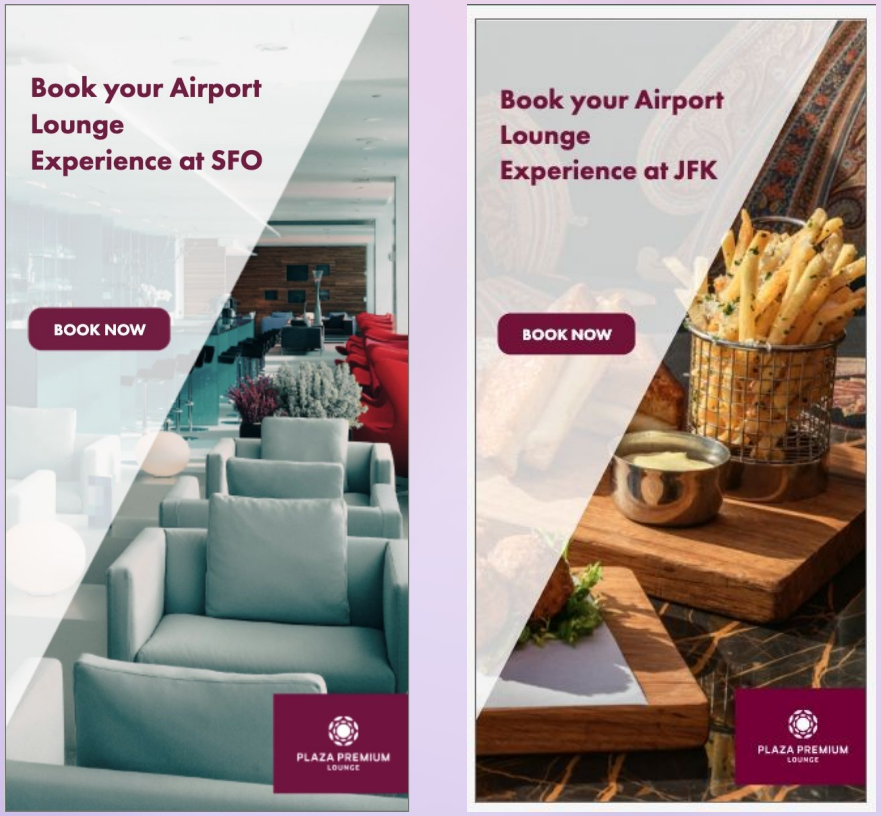
Crimtan used its Smarter Connected Advertising approach to deliver an optimised programmatic campaign built around Dynamic Creative Optimisation (DCO).

| | |
|---|---|
| **Dynamic Creative Optimisation (DCO)** | Crimtan created personalised ads using real-time traveller personas, intent signals and proximity to airport lounges. Six distinct audience types received tailored creative. |
| **Actionable insights** | Crimtan's ArchiTECH platform gathered real-time audience insights, adapting messages and offers to each customer's lifecycle stage and proximity to the nearest lounge. |
| **Efficient and agile campaigns** | The team could launch tactical campaigns quickly, reaching audiences with timely flash sales and seasonal promotions. |
| **Cost-effective growth** | With lean marketing budgets, programmatic DCO helped make the most of the available spend by targeting the most relevant, in-market travellers. |



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# The creative that travellers saw




Examples of the creative served in the Plaza Premium Group campaign.



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THE RESULTS

# A positive ROI and 187% peak US growth

## 2.4

### Positive ROI

The campaign delivered a positive ROI of 2.4 for Plaza Premium Lounges, driving considerable revenue growth.

## +37%

### First-month new customers

New customer acquisition increased by 37% in the first month alone.

## +187%

### Peak US new-customer growth

New-customer growth in the US reached 187% at the campaign's peak. Brand awareness also expanded across key regions, positioning the lounges as accessible to a broader audience.

Source: Crimtan campaign reporting for Plaza Premium Group.

“Crimtan's speed to market and flexibility allowed us to pivot to changes quickly and efficiently.”

Esther Tan, Global Director of Marketing, Plaza Premium Group



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# Thank you

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