Case study: airlines

STARHUB HOPPR



How a global premium airline matched three campaigns to three audiences and engaged high-value Singaporean travellers.

The airline partnered with StarHub Total TV, powered by Hoppr, to build sustained brand presence and inspire outbound bookings. Across three sequential campaigns, Summer Travel 2024, Premium Economy 2024 and Leisure to Europe 2025, each creative went only to the households it was made for, moving the airline from awareness to product consideration to destination inspiration.

1.45M+
impressions delivered across three integrated campaigns

91.4%
completion rate on Summer Travel, against a 67.3% industry benchmark

3
audiences built from family make-up, affluence and travel interest

The brief

Several flight products, several audiences, and one fragmented media market.

The brand

The airline is a global leader in premium air travel, connecting passengers to over 150 destinations worldwide with exceptional service and comfort.

Their problem

It needed to cut through media fragmentation and engage affluent and leisure travellers in Singapore across multiple flight products, from summer travel opportunities to premium economy awareness and leisure travel to Europe.

Each campaign required tailored targeting, sequential messaging and real-time optimisation.

Why StarHub Total TV

StarHub Total TV, powered by Hoppr, covers the home screen, live TV, catch-up, video on demand and streaming apps across 299,000 active devices and more than 925,000 addressable people. It is Singapore's only premium, scalable CTV inventory.

It offered the ability to target distinct household segments with premium, large-format placements across live TV, VOD and streaming app environments, with none of the wastage of traditional linear buying.

The Hoppr platform plans and reports every impression at household level and guarantees reach and frequency, so campaigns are bought against one deduplicated audience, not estimates.





Three campaigns, from summer travel to premium economy to leisure trips to Europe.

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The approach

Three flights, each with its own audience, creative and placement plan.

1

Summer Travel, March 2024

A 15-second ad over three weeks to 54,876 households with kids and 142,614 without, split by family make-up and viewing preferences.

2

Premium Economy, 2024

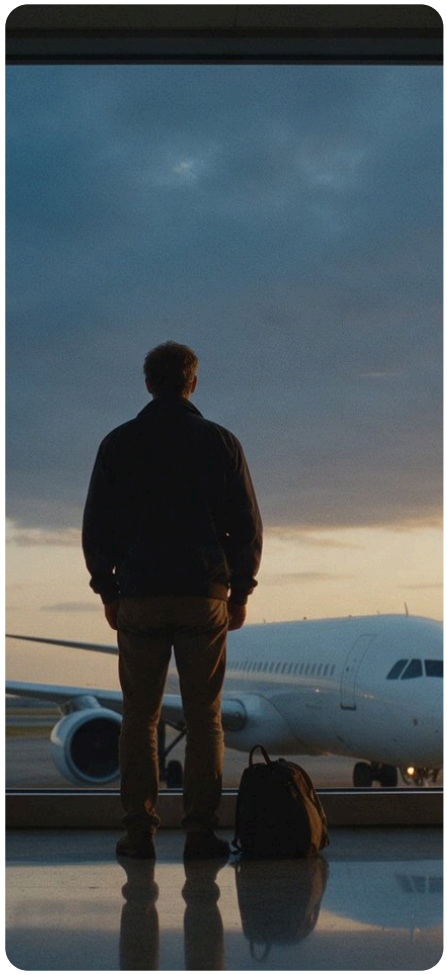
A four-week burst and six sustain periods to 41,000 affluent households with daily frequency capping, led by a 15-second hero and two 10-second feature ads.

3

Leisure to Europe, 2025

Four weeks of Power On and post-roll placements, reaching 49,078 households at 6.6 ads per household.

Audience	Distinct household segments identified on the Hoppr platform by family composition, affluence and demonstrated media consumption, built from second-by-second viewing data.
Creative	High-quality hero ads featuring a globally recognised brand ambassador, sequenced with short destination and feature-focused executions.
Buying model	Direct guaranteed deals for each campaign, guaranteeing reach, frequency and, most importantly, audience share of voice.
Placements	Power On, Video on Demand (VOD) pre-roll, and post-roll across Streaming Apps, Live & Catch-up TV and VOD.



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Results

Completion rates well above benchmark, and an airline kept top of mind across the travel calendar.

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impressions delivered across three integrated campaigns

91.4%
completion rate on Summer Travel, far above the 67.3% industry benchmark

6.6
ads per household on Leisure to Europe, across 49,078 households

Completion rate, Summer Travel



403,056 completed views. Around half of evening viewing, 6 to 9pm, was on VOD.

The three flights

Summer Travel	403,056 completed views at a 91.4% completion rate
Premium Economy	700,000 impressions to 41,000 affluent households
Leisure to Europe	350,000 impressions at 6.6 frequency
Peak viewing	Families 8 to 11am and 6 to 9pm; households without kids 12 to 3pm and 7 to 10pm

Key learnings

1. **Household segmentation drives relevance.** Family and household-based segmentation delivered exceptional relevance and engagement.
2. **High-impact moments build presence.** Power On and post-roll placements at key viewing moments were crucial to sustained brand presence.
3. **Sequential storytelling keeps a brand top of mind.** Running multiple flights to different audience types covered the key seasonal travel windows.

Reach your perfect audience at their peak engagement.

Match each message to the households it was made for, with guaranteed reach and frequency reported on the Hoppr platform.

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