Case study: travel and tourism

STARHUB HOPPR



How Western Australia's tourism body found affluent Singaporean travellers on TV and put a WA road trip on their must-do list.

The Western Australian state tourism organisation, working with its media agency, used StarHub Total TV, powered by Hoppr, to reach a custom audience of high-net-worth travel enthusiasts. A 30-second hero film fronted by Formula 1 driver Daniel Ricciardo was followed by six destination bumpers, retargeted to the households that had seen it. The campaign ran from September to October 2024.

1M+
impressions served across a four-week campaign

100k+
high-net-worth and travel-enthusiast households in the custom audience

1 + 6
one 30-second hero film, then six 6-second destination bumpers

The brief

A premium self-drive destination, and an audience that is hard to find in fragmented media.

The brand

The tourism body promotes Western Australia as the ideal destination for premium, self-drive adventures, combining natural landscapes, world-class food and wine, and memorable experiences. The campaign follows WA-born Formula 1 driver Daniel Ricciardo and his best mate Blake through the Margaret River Region and along the South West Nature and Wine Drive.

Their problem

The challenge was to cut through media fragmentation and reach affluent, travel-ready audiences in Singapore with sustained brand messaging and sequential creative storytelling.

The objective was clear: turn awareness into action and move a Western Australian road trip to the top of travellers' must-do lists.

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 gave the campaign large-format, high-impact messaging to a precisely defined audience, following those households across live TV, catch-up, video on demand and streaming apps to reinforce the story and drive action.

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.





From the campaign: road trip itineraries through the Margaret River Region and the South West.

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The approach

A hero film to inspire, then six short reminders to the households that watched it.

1

Hero film

A 30-second film of the road trip ran programmatic guaranteed to the custom travel audience.

2

Exposed households identified

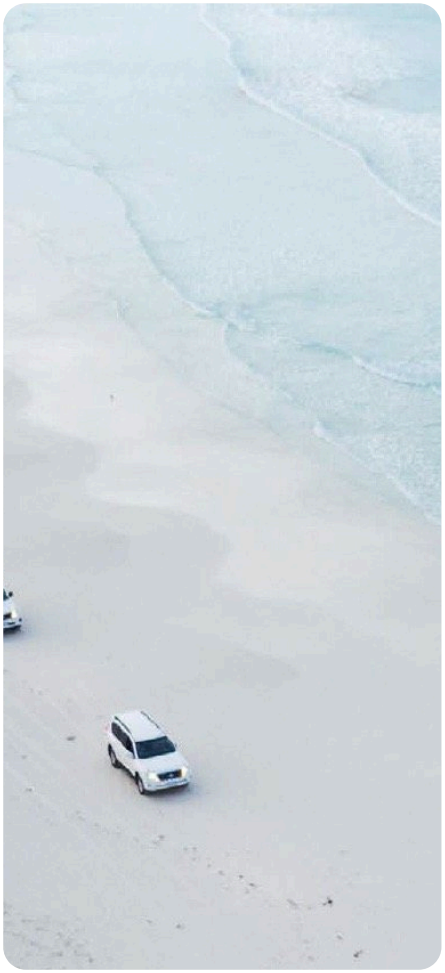
The Hoppr platform recorded which households had seen the hero film, creating a deduplicated audience for the next stage.

3

Destination bumpers

Six 6-second bumpers, one for each Western Australian destination in the film, were retargeted to those households via open auction.

Audience	More than 100,000 high-net-worth households and travel enthusiasts, built on the Hoppr platform from second-by-second viewing across live TV, catch-up, VOD and streaming apps.
Creative	A 30-second hero film to capture the imagination, then six 6-second bumpers to reinforce the message with concise, destination-specific storytelling.
Buying model	A programmatic guaranteed deal with Magnite and The Trade Desk at the core, supported by open-auction retargeting to add frequency cost-effectively.
Placements	Post-roll across Streaming Apps, Live & Catch-up TV and Video on Demand (VOD), reaching viewers as they finished high-value content.



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Results

Over a million impressions to an audience built for the brief, and a travel segment ready to use again.

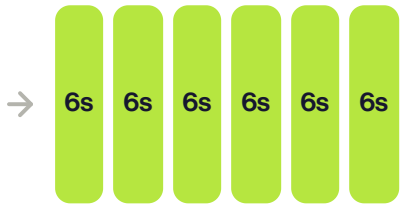
1M+
impressions served across a four-week campaign

100k+
households in a deduplicated, high-value travel audience that can be retargeted for future initiatives

6
Western Australian destinations reinforced with short-form creative after the hero film

Sequenced creative

30s
hero film, programmatic guaranteed



Six bumpers, one per destination, retargeted via open auction to households that saw the hero film.

Campaign at a glance

Flight	September to October 2024, four weeks
Audience	100,000+ high-net-worth and travel-enthusiast households
Buying	Programmatic guaranteed plus open-auction retargeting
Partners	Magnite and The Trade Desk

Key learnings

1. **Guaranteed plus retargeting gives control and scale.** Combining programmatic guaranteed buying with dynamic retargeting unlocked both.
2. **Sequential messaging works on CTV.** It proved highly effective in driving consideration and brand recall across viewing environments.
3. **Data-led audiences cut wastage.** Audience building and optimisation on the Hoppr platform reduced wastage and enhanced performance.

Reach your perfect audience at their peak engagement.

Build an audience around your brief and follow it across every TV environment, with every household exposure measured on the Hoppr platform.

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