



About Fitbit

Fitbit is an American company headquartered in San Francisco California, known for its products by the same name, which are activity trackers, wireless-enabled wearable technology devices that measure data such as the number of steps walked, heart rate, quality of sleep, steps climbed, and other personal metrics involved in fitness. The primary TG for these health accessories is the new-age health conscious corporate traveller most widely found at the airports.

Communication Objectives

The communication objective of the campaign lies in the creative interpretation of the brand promise. FitBit's activity tracker will give the wearer an accurate update of how many steps have been taken and how it has benefitted the user. Installing a media that counted the steps to the departure gates was something that has not been done before.

Creative Idea

It is a most innovative idea, as it transcends the brand experience into the airport experience. The T3 is installed with travellers that make the walk to departure gates shorter. Urging people to walk those few extra steps and actively be conscious about their lifestyle is an interesting way to inculcate the brand promise before people buy the product.

Uniqueness of the Execution

Targeted to the uber-cool audience of today's cities, they explored an innovative use of the airport media, incorporating the airport design. The campaign was highly effective and also saw amplification on social media. All the teams from TIMDAA worked in tandem and the novelty of the idea was the hero. The biggest challenge was to ensure that the location of the media was exactly at the point near the FIDS where people divide in to various directions for their departure gates.

Salient Response

Delhi Airport is one of the busiest airports of the country with more than 57 million footfalls every year. Impressive location and 24 hour advertising made the campaign a successful venture. This wonderful campaign managed to get the eyes of its target audience and received an overwhelmed response by the travellers. Being at the heart of the Canyon area grabbed 100 percent visibility and attracted the travellers easily. This initiative with TIMDAA helped Fitbit to reach its target audience in an innovative manner. Getting the right audience in a bulk with proper visibility is the reason brands prefer this airport for their campaigns.