



OOH Case Study

Kaiser Permanente

Problem

How can Kaiser Permanente develop or enhance their brand connection with stressful passengers experiencing travel stress at Oakland Airport?

Solution

By transforming Terminal 2 Security Checkpoint into an OOH oasis of relaxation.

Background

Kaiser Permanente wanted to promote relaxation in an environment that commonly causes the most stress to travelers: the Airport. Passenger traffic is continuously increasing at Oakland Airport, and the Terminal 2 security checkpoint was unremarkable and often contributed to travel-induced stress. There was a unique opportunity for Kaiser Permanente to take advantage of this growth in traffic by taking over this security checkpoint and creating an environment that encouraged passengers to recharge.

Objective

Kaiser Permanente wanted to bring the outdoors inside and transform the security checkpoint into a living, breathing, thriving outdoor experience; while providing passengers with an encouraging and optimistic reason to relax and thrive.

Strategy

Portions of the security checkpoint were transformed to depict soothing aspects of nature, including the sights and sounds of a California redwood forest, a blue sky filled with clouds, and a 1,500-square foot living wall filled with plants acting as natural air filters. The walls, stanchion panels, ceiling soffits, and wall wraps all work together to bring the outdoors in, transforming the plain, white walls into a sanctuary of green plants and fresh colors. Panels throughout the checkpoint encourage passengers to “breathe in,” “relax” and “thrive,” while security bins use witty messages to put travelers at ease. Travelers are greeted by large white clouds suspended from the checkpoint and atrium ceiling, and soothing sounds of nature can be heard from speakers strategically placed near the checkpoint area. Taking up the entire west side of the security checkpoint area, the wall contains 34 unique plant species, including 13 that help clean indoor air naturally and improve the ambient environment. Passengers were able to refill their reusable bottles at new hydration stations. The stations dispense purified drinking water to help keep passengers hydrated. These elements were all aimed at alleviating the anxiety, frustration and fear commonly felt by travelers, and part of a broader effort by Kaiser Permanente to improve mental health and wellness in the communities it serves.

Plan Details

Markets: Oakland

Flight Dates: July 2018 - 2020

OOH Formats Used: Airport Media

Target Audience: Airport Travelers

Total passenger traffic: 14,838,936 (July 2018-July 2019)

Airport Traffic: Avg. 499,387 Terminal 2 passengers per month



Results

The linked articles and social media testimonials speak to the positive responses from passengers using the Oakland International Airport for transportation. [Link 1](#), [Link 2](#), [Link 3](#), [Link 4](#)

Bottles saved from the refill station from July 2018 – July 2019: 450,769.

Testimonials

- “ Pretty freakin’ cool @kpthrive and @iflyaok! #thriveOAK ” @jnimura, Instagram post
- “So amazing to see mindfulness reminders at busy Oakland International Airport, Southwest Airlines Terminal two security checkpoint where thousands of anxious & stressed travelers, airline, airport #business #airlines #airports and TSA workers pass everyday. Kudo’s to @KaiserPermanente and their CEO @ColleenMcKeow for extending their Thrive campaign to help airport travelers. Where to next? What about the DMV? #thriveoak #mindfulness #kaiserpermanente” Gail Spangler, LinkedIn post
- “Kaiser Permanente has a very impressive visual display adorning Terminal 2 at Oakland International Airport bringing a touch of serenity and calm as you pass through Security. Well Done! Stephen A. Erikson, LinkedIn Post
- “So cool to see KP Thrive at the Oakland airport. Had me taking pictures like a tourist...even the security check bins were fair game. #KPthrive ” @o_idara, Instagram Post
- “ #Oakland #airport really tries to have you forget how much #tsa burns you out. #Floating clouds all over #clouds #travel #early flight #thrive #nostress #headedhome !” @allaressierdc, Instagram Post
- “Even for #AVGeeks & #frequentflyers, air travel can be tough on the body and mind. Oakland-based health company Kaiser Permanente opened a fun installation AiFlyOAKland to promote physical & mental wellness at the airport. Follow along as we walk you through it! @KPSHare @AirlineReporter, Twitter.

