



AirAsia

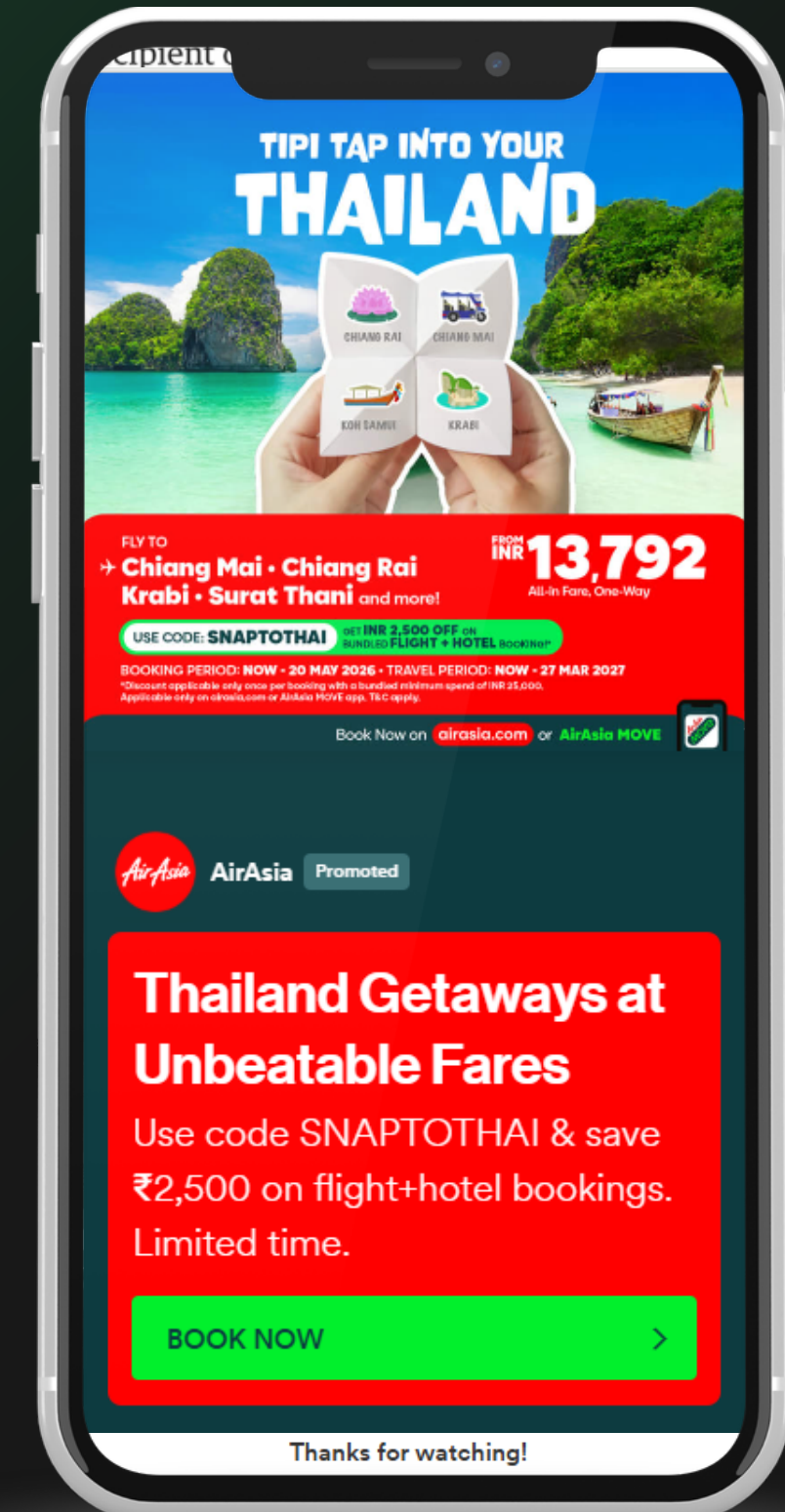
Air Asia Thailand

23 April- 16 May

ABOUT THE BRAND

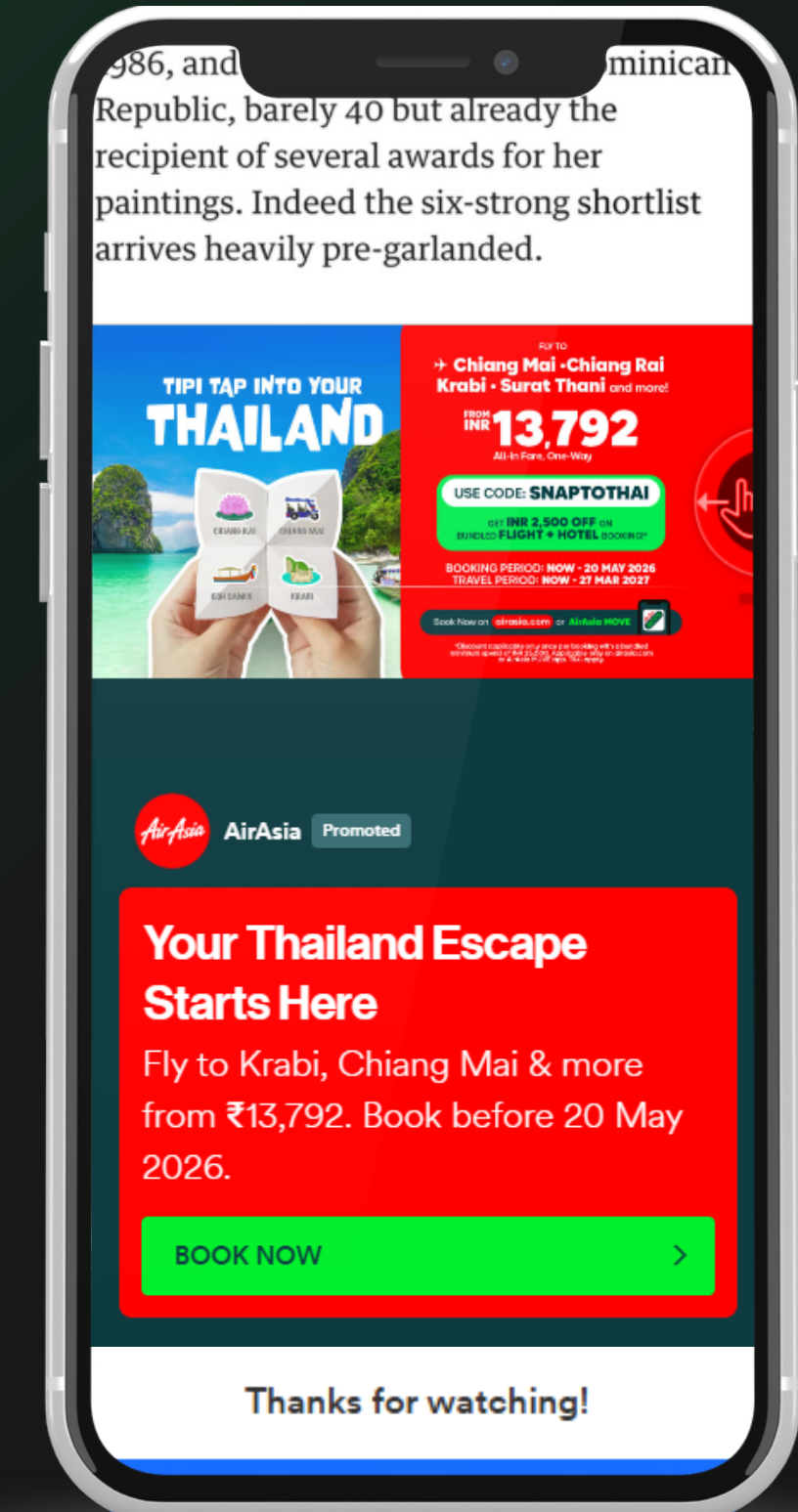
AirAsia is one of Asia's leading low-cost airlines, connecting millions of travelers across domestic and international destinations through *affordable, convenient, and digital-first travel experiences*.

As the brand continues to expand its footprint, it focuses on driving consideration and direct bookings by reaching *high-intent audiences* with *relevant, engaging communication* across digital platforms.



CAMPAIGN OBJECTIVE

- ✓ Increase brand awareness among travel-intent audiences.
- ✓ Drive high-quality traffic to the AirAsia website.
- ✓ Encourage flight searches and potential bookings through engaging creatives.
- ✓ Maximize click-through rates (CTR) with AI-optimized creative variations.
- ✓ Improve campaign efficiency through continuous AI-driven optimization and real-time performance enhancements.



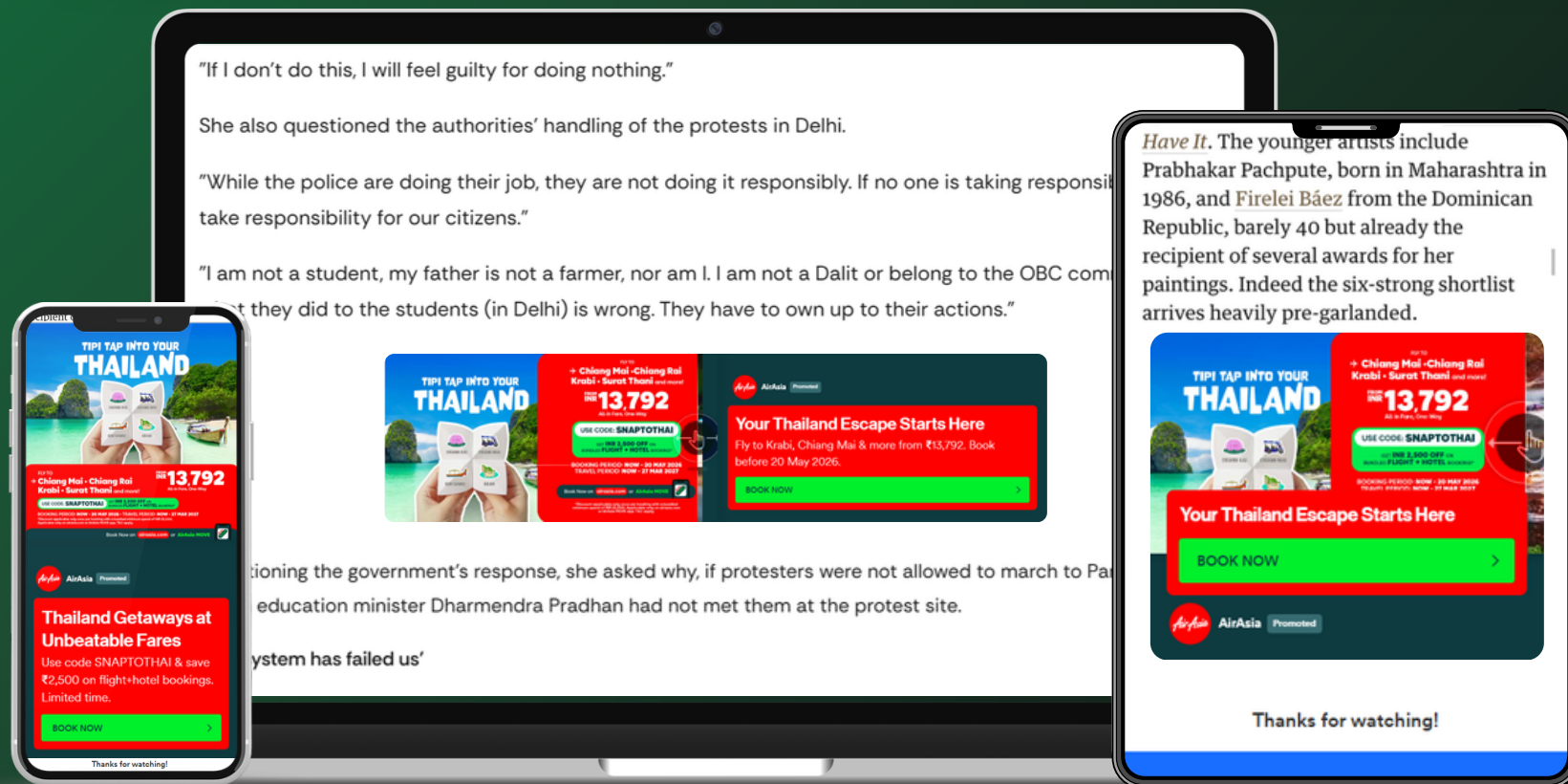
SOLUTION OFFERED

Alignite is Huella's AI-powered creative engine that transforms your existing brand assets into high-impact formats across display, native, and video, effortlessly. It doesn't just place your creatives; it understands them.

Our AI algorithms create up to **1000 ad variations** in **27 Indian languages** and various tonalities, actively enriching data sets with domain-specific information and ad-slot signatures.

This addresses contextually relevant ad copies (text, image, video, animation, innovation, lead forms, etc.) to audience cohorts with specific interests. The platform leverages AI to streamline critical tasks such as ideation, production, optimization, and creative deployment across all major supply sources, including Display, Video, and Native.

This allows for continuous experimentation and optimization, leading to substantial cost savings and improved efficiency for your marketing efforts.



EXECUTION JOURNEY

Content Creation:

We used the open files to create multiple variations of the ads in line with their brand guidelines and shared it with the brand for approval before taking the campaign live.

Campaign Deployment:

The campaign went live with the approved creatives set in under 2 hrs

Reporting:

We used Agentic AI for generating granular reporting

Campaign optimization:

We used multiple levels of optimizations like :

- Adaptive Learning
- Inventory Scoring
- Optimized Delivery
- Dynamic Enhancement

CAMPAIGN RESULTS

1.26M+	38.7K+	3%+
Impressions	Clicks	CTR

Through **Algnite's AI-powered** creative optimization, **AirAsia** successfully delivered high-performing campaigns across both static and video formats.

Total Impressions: 1,267,818+

Total Clicks: 38,728+

Average CTR: 3.06%

Achieved consistently strong performance across both creative formats, demonstrating AI-driven optimization at scale.

Generated high-quality traffic while maintaining efficient engagement throughout the campaign lifecycle

KEY INSIGHTS

AI-powered creative optimization helped **maximize campaign efficiency** without increasing media complexity.

Both static and video creatives delivered nearly identical CTRs, **proving consistent audience engagement across formats.**



Rapid creative generation and continuous optimization enabled **faster learning and improved campaign performance** throughout the flight.

Algnite's adaptive optimization ensured every impression worked harder, resulting in **stronger traffic generation and sustained engagement for AirAsia.**

GET IN TOUCH



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