

The long and short of video

How Cathay Cargo used video for both short-term activation and long-term brand-building, earning a 16-point lift in brand favourability and 15-point lift in brand consideration among senior decision makers across Asia, Europe and the United States.



Location: Hong Kong | Employees: 1,001 – 5,000 | Industry: Airlines & Aviation



Challenge

Cathay Cargo is one of the world's leading combination cargo carriers, operating in a highly specialised and technical category.

Cathay Fresh is its temperature-sensitive shipment solution designed to meet the growing global demand for reliable, high-quality transport of perishable goods.

Fresh cargo depends on careful cold-chain handling, specialist expertise and consistent execution. These operational strengths are often difficult to communicate clearly, especially to a global audience of logistics, supply chain, shipping, freight forwarding and aviation professionals.

Cathay Cargo needed a way to make the value of Cathay Fresh immediately understandable and credible at scale in order to achieve:

- **Short-term objective:** Deepen engagement and drive brand consideration among B2B target audience. .
- **Long-term objective:** Increase global visibility for its specialised cargo capabilities and reinforce trust.

The challenge was to deliver both outcomes through a single approach that could scale consistently across their key markets in Asia, Europe and the United States.

Solution

Cathay Cargo adopted a video-first strategy on LinkedIn to simplify the complexity of Cathay Fresh and translate operational excellence into clear, credible stories for a B2B audience.

Creative strategy

The campaign anchored on a single hero narrative for Cathay Fresh, delivered as a series of short-form videos designed for clarity and impact. The storytelling followed the journey of fresh cargo, placing Cathay Cargo's specialist cold-chain capabilities in real-world business contexts.

Video accounted for the majority of ad delivery across Asia, Europe and the United States. The campaign was optimised for engagement to reach audiences most likely to interact with the content.

Community activation

Video was used not just to capture attention but to deliver high-quality engagement signals and support efficient community growth.



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In air cargo, trust is built on precision, reliability, and expertise, yet these strengths are not always visible. As part of our ambition to be the world's best air cargo carrier, we adopted a video-first strategy to make our capabilities more transparent, human, and globally resonant. It allows us to show how Cathay Cargo helps businesses in the real world, not just moving shipments from A to B, but protecting what matters most.

By bringing solutions such as Cathay Fresh to life, video reveals the care, discipline, and technical excellence behind every shipment. For decision-makers, seeing our operations in action builds confidence in a way static formats cannot. If it's important to our customers, it's equally important to us — ensuring Cathay Cargo remains top of mind when reliability truly matters.”



Ricardo Lo
Head of Marketing
Cathay Cargo

Cathay Cargo's relevant storytelling resonated across regions, driving strong engagement. In a three-month period, they saw a 15% improvement in click-through rate (CTR) alongside a 22% growth in followers.

Brand-building

Beyond immediate engagement, video played a critical role in shaping long-term brand perception.

Repeated exposure to clear, capability stories built mental availability while transparent depictions of operations reinforced trust and credibility.

In fact, an independent brand lift study by Kantar showed that senior decision makers recorded the strongest positive shifts in brand perception, validating video's effectiveness throughout the funnel — from raising awareness to influencing consideration.

By grounding technical complexity in relevant, human stories, Cathay Cargo turned video into a powerful short-term activation tool and long-term brand-building engine.



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Using LinkedIn's targeting and creative tools, we adopted a video-first approach to drive engagement for the campaign. The campaign reached decision-makers across multiple industries and our data-driven approach helped us learn and optimise in real time, leading to strong engagement and community growth.

The collaboration showed how intentional use of LinkedIn can turn a complex service into a story that connects with the right audience. Working closely with the LinkedIn team, we built a campaign that not only drove results but also shows how collaboration and creativity can raise a brand's presence among key audiences.”



Sven Bally
Client Lead
Publicis Media Hong Kong

Results

Cathay Cargo's LinkedIn Ads campaign achieved:

Brand building

+16%

Lift in brand
favourability

+15%

Lift in brand
consideration

+14%

Lift in brand
awareness

Results from independent
Kantar brand lift study,
Feb-Apr 2025

Community engagement

44%

View-through rate

+15%

Increase in click-
through rate

16,000

New followers in
three months

**Cathay Cargo**
138,128 followers
Promoted

[+ Follow](#)

The culinary journey begins at the untamed bountiful sea, and concludes on a refreshingly genius note on the table. But what happens in between is a chain of meticulously calculated and executed logistical planning.

Cathay Fresh delivers top-quality ingredients through the freshest gateway in and out of Asia on the regular, so your business can grow in line with your expertise and ambitions. From our cargo terminal in Hong Kong, your handpicked catches and produce are within just 5 hours away from half the world's population with our express handling.

We know freshness is at the heart of your business — it is for us too.

Learn more: <https://lnkd.in/gA5sxFz>

#cathaycargo #weknowhow #cathayfresh #aircargo #airfreight #logisticsolutions #TheFreshestGatewayInAndOutOfAsia



Cathay Fresh

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To us, this is not just a mango, but our commitment to delivering your promises to the world in the best possible conditions.

Cathay Cargo helps partners reach their customers by offering express handling and an extensive flight network with 5-hour connectivity within the region, ensuring that the supply chain operates seamlessly across global distances.

Let us show the world the true beauty of your produce, and help you move beyond where you are today.

Learn more: <https://bitly.cx/gbSTU>

#cathaycargo #weknowhow #cathayfresh #TheFreshestGatewayInAndOutOfAsia



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Delivering fresh goods is a high-stakes challenge, but a reliable cold chain journey can be a massive opportunity for businesses to introduce their high-quality products to overseas markets.

Allow IATA-certified Cathay Fresh to help export your prized catches to over 200 worldwide destinations.

Learn more: <https://lnkd.in/gZHgMYbH>

#cathaycargo #weknowhow #cathayfresh #aircargo #airfreight #logisticsolutions #TheFreshestGatewayInAndOutOfAsia



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