

JCDecaux

B R O A D C A S T

A Farmlite delight at Kempegowda International Airport, Bengaluru

For the launch of their new range of health biscuits 'Farmlite', ITC executed a first of its kind customer engagement activation in association with JCDecaux at Kempegowda International Airport, Bengaluru (KIAB). As a part of the activation, while passengers waited to reclaim their luggage, the conveyor belt stopped unexpectedly, and could only be re-started by pedalling on bicycles hooked up to it. Passengers had to volunteer to pedal to get the belt working again. Everyone was rewarded with packs of Farmlite biscuits arriving on the belt, followed by their luggage.



Amazon Amazes Passengers at Kempegowda International Airport, Bengaluru

In an effort to woo airport audience at the KIAB, Amazon India had executed a visually arresting installation at the check-in halls. Innovatively using JCDecaux Media, the brand had placed a giant totem in check in hall to capture 100% departure traffic. The Totem was surrounded by a larger than life open carton with the Amazon branding to represent the array of products available on Amazon.in.

Samsung Grand Digital Display at Kempegowda International Airport, Bengaluru (KIAB)

Showcasing its new flagship smartphone, Samsung ran a campaign on KIAB's latest state of the art digital proposition. With an idea to create domination at a prominent location in the Airport, they chose the massive & dynamic HD format of the video wall which adds stunning noticeability, moving imagery, story-telling screens to interact with an upwardly mobile audience in the most captive environment.



AirAsia Launches Bengaluru Operations at Kempegowda International Airport, Bengaluru (KIAB)

To mark the launch of their domestic operation, Air Asia had deployed massive 60x20ft billboards and Lightboxes at the Domestic Departure site of KIAB, highlighting the exclusive promotional offers on flights from Bengaluru to Goa & Chennai. A clutter free branding along with panels in the strategic locations of high movement precinct, ensured domination and maximum visibility for the brand.



World's best low-cost airline

The brand new way to fly!

Lowest fares

Fly from Bengaluru

- Chennai
- Goa
- Kochi

Bengaluru → Chennai - 06:05, 18:35 hrs.

Bengaluru → Goa - 15:10 hrs.

Bengaluru → Kochi - 08:55 hrs.

airasia.com

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