

AIRPORT ADVERTISING

10 REASONS WHY IT WORKS



1 TAPS INTO RECEPTIVE & EXCITED PASSENGERS

2 DELIVERS AN AFFLUENT AUDIENCE WITH MINIMAL WASTAGE

3 REACHES KEY INFLUENTIAL DECISION MAKERS IN 'BUSINESS MODE'

7 ENGAGES PASSENGERS DURING LONG DWELL TIMES

6 PROVIDES A WELCOME UNAVOIDABLE DISTRACTION TO A CAPTIVE AUDIENCE

5 CONNECTS WITH ALERT CONSUMERS IN A UNIQUE ENVIRONMENT AND RECEPTIVE MINDSET

4 USES THE UNIQUE AIRPORT CONTEXT TO ADD 'PERCEIVED BRAND VALUE'

9 DISPLAYED ON SITES THAT COMPLEMENT PASSENGER MINDSETS AND AD BUDGETS

8 IS PROVEN TO DRIVE SALES IN AIRPORT RETAILERS

10 VIEWED BY A DESIRABLE AUDIENCE PREDICTED TO GROW SIGNIFICANTLY

1/ 70% of global shoppers admit they would be encouraged to visit the airport shops after seeing advertising for products available in the airport.

Source: Global Shopper Connections 2, JCDecaux OneWorld 2016

2/ Frequent Flyers average income is at least 30% above the average of the local population.

Source: Airport Stories, JCDecaux OneWorld 2011

3/ 60% of our executive business audience believe that the airport is the best place to advertise international B2B brands.

JCDecaux Business Travellers, JCDecaux UK 2015

4/ Airports transfer a perceived value of trust and prestige onto brands that advertise within its environment with 71% of Luxury Jetsetters expecting to see prestigious brands advertised at the airport.

Source: Perceived Value 2015, Lux Redux, JCDecaux UK 2017

5/ 73% like to treat themselves or indulge at the airport.

Source: Luxe Redux, JCDecaux UK 2017

6/ 85% international frequent flyers enjoy airport advertising.

Source: Airport Stories, JCDecaux OneWorld 2012

7/ 85% would respond to an airport advertising message.

Source: Business Traveller, JCDecaux UK 2015

8/ During Calvin Klein's 4-week experiential campaign for its Euphoria fragrance in Terminal 5, WDF sales saw a rise in year-on-year sales of +268% (campaign period 6th Oct 2016 – 7th Nov 2016).

Source: Heathrow Airport 2016

9/ JCDecaux represents 10 of 15 world's largest airport hubs including Beijing, Dubai, Heathrow and Dallas, all of which host premium sites and digital opportunities for impactful message delivery.

10/ By 2034, total passengers are set to double to 7bn worldwide.

Source: IATA 2015