Airport
Advertisement

OHMMO

Airport Advertisement

The definition of airport advertising is static and digital displays that are placed in and around domestic and international airports that deliver a message on behalf of an advertiser. Airport advertising signs reach all kinds of people before and after their flights.

Aireport advertisement in benefits :-

1. It taps into receptive and excited passengers.
2. It delivers an affluent audience with minimal wastage.
3. It reaches key influential decision makers in 'business mode.'
4. It uses the unique airport context to add 'perceived brand value.'
5. It connects with alert consumers in a unique environment and receptive mindset.
6. It provides a welcome unavoidable distraction to a captive audience.
7. It engages passengers during long dwell times.
8. It is proven to drive sales in airport retailers.
9. It is displayed on sites that complement passenger mindsets and ad budgets.
10. It is viewed by a desirable audience predicted to grow significantly.