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Airport Advertising

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Advertising is a paid form of personal selling that promotes a brand, service or product. It is also known as the art of communication that promotes a particular product or service. Advertising as a tool of marketing communicates between the brand and the customer and hence acts as a bridge between the two. There are different types of strategies or methods â€“ mediums, in terms of advertising and marketing â€“ and one of these is Airport Advertising.

It is considered as one of the most budget friendly cost-effective mediums of promotion. Not only that, airport advertising also reaches its target audience easily and effectively. It is a low cost of mode of advertising as compared to other means. Consumers who are always â€œon the goâ€• tend to spend quality time at the airport and it is one of the reasons why airport advertising is able to deliver such Effective Advertising. Some of the exclusive features of this medium of Advertising and Marketing include its high-glamour look, attention-grabbing duration, and high tech features. Airport is a place where people from all across the world arrive or depart from, thus making this mode of promotion as an ideal means of advertising. It also has a larger ad space which you can occupy so that you can have better exposure for your brand or service.

Airport advertising has a positive and compelling environment for advertisers as new creative ideas are appreciated with an opportunity to experience the product and services on offer. This media is the best among all the transport media for the very reason that it has attracted the attention of various outdoor advertisers to advertise their brands through airport media. The booming growth rate of the aviation sector is also one of the reasons that has made airport advertising an effective channel of brand communication for a wide range of brand owners and advertisers.

Airport advertising provides focused and compelling viewership with no escape route and the brand message is easily communicated through. Air travelers need something to occupy their attention while waiting to board a particular flight. Airport media also provides good conversion of target audiences, decision makers, and corporate leaders. And those who have the capacity to board a flight are usually rich people who are decision makers, corporate leaders or rich customers. The presence of the brand message at the airports generates awareness amongst these types of consumers.

Most of the media vehicles used for airport advertising campaigns are also digitalized. Digital OOH media provides a posh look about any brand on customersâ€™ mind. Airport Ad displays will be able to occupy and engage the customersâ€™ attention for a longer period of time. The brand message will be able to stay at the back of their mind even when they board their flights. The more attractive the ad message, the richer and longer impact on customersâ€™ mind. Since, the message is also uncluttered in nature; the consumer can easily comprehend and get the details of the brand.

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