

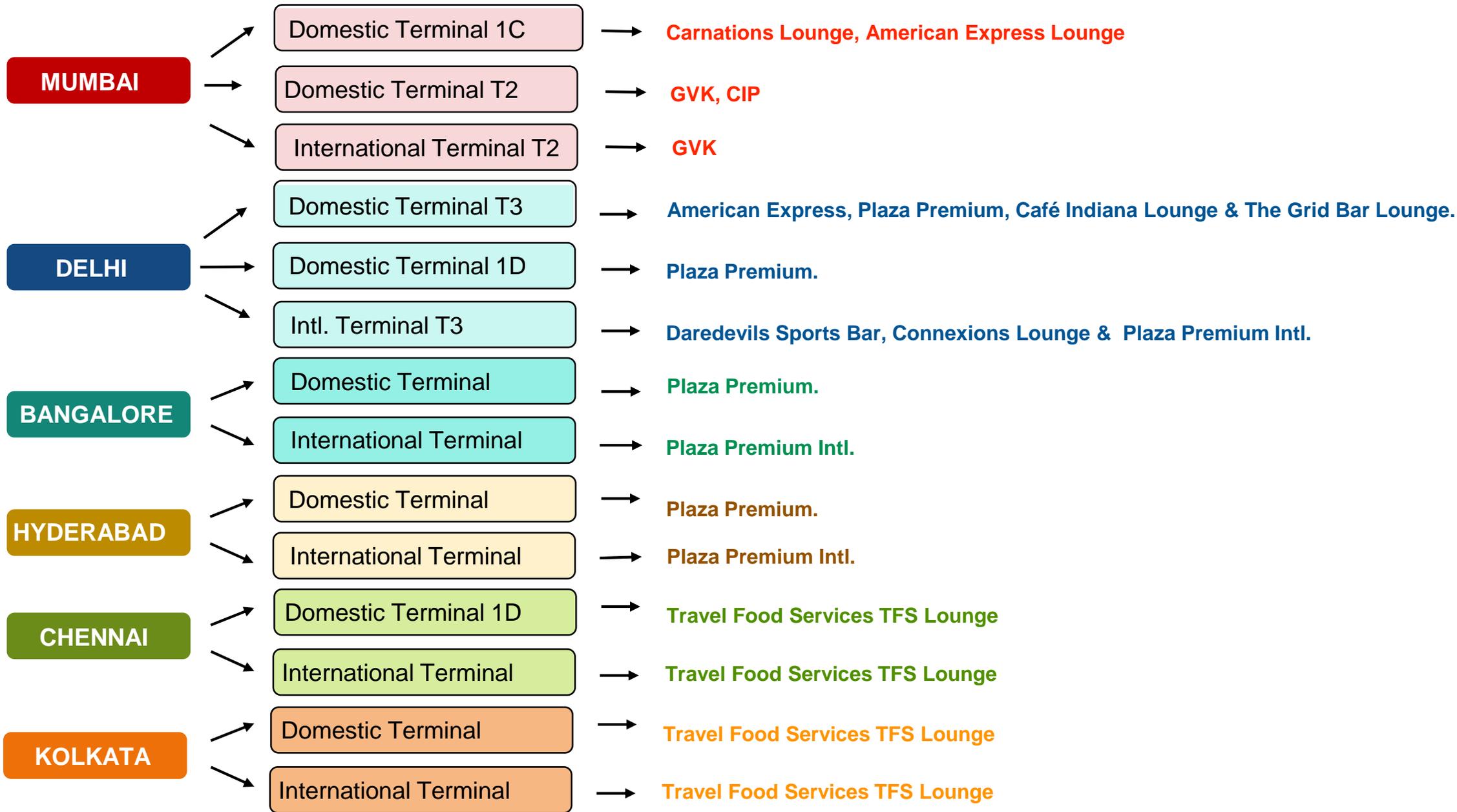


Airport Lounge Innovations!

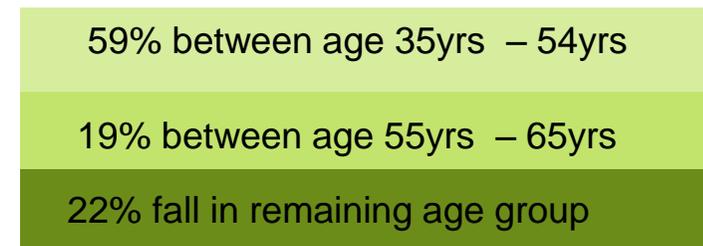
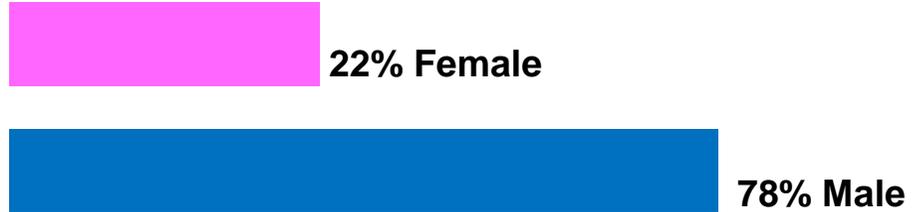
Why Brand Inside The Airport Lounges?

- Airport Lounges cater to the needs of a varied group of travelers majority of which are Wealthy Influential Business travelers.
- Not only does the lounges provide peace and quiet space to relax but also a place to be productive. With facilities like internet, fax, conference rooms, place to charge your gadgets, Airport Lounges offer a captive quiet and secluded place allowing the HNI to make the most of their time before flying.
- Airport can be quiet chaotic at times but the lounges provide a getaway from the chaos for the HNI and hence it is the best place to Advertise/Promote/Exhibit your products.
- The average footfalls per lounge per month is approx. 25,000 to 30,000. We bring you a bunch of engaging mediums through which you can advertise here.

Lounge Locations



About Your Audience



Media We Offer

Newspaper Jackets

Product Display/ Brochure Distribution/ Product Sampling

Mobile Chargers (LED / Backlit Display)

Luxury Clocks

Magazine Racks

Lounge Access Cards



Newspaper Jackets

All newspapers in the lounge will be wrapped in a jacket, that can be branded on all four sides. These jackets will carry a full page advertisement of your brand. Passengers reaching out for newspapers cannot miss the advertisement displayed.

Product Sampling

Product sampling continues to rank among the most effective tactics in the history of direct marketing, in part because of its ability to do what no other medium can. If you're giving out free samples, you're immediately increasing awareness of your brand.

We can arrange for your product to be sampled or information brochure to be distributed from the reception of the lounge.



Product Branding

Your brand/product can be displayed inside the lounges. High Visibility throughout the lounge. Products can also be mounted on a small podium with an LCD continuously playing different TVCs. Outside promoters are not allowed. However promoters can be arranged by lounge themselves if required.



Advantages of Product Displays/ Brochure Distribution/ Product Sampling

- If your goal is to help consumers better understand your product, there's nothing that works better than product sampling, Period.
- You can show them how it looks and what makes it different from the goods offered by your competitors.
- Product sampling can be a powerful first step in getting a consumer to try your product for the first time. It can also be your first step in creating an emotional connection between your company's product and your target consumer.
- You get an instant feedback. Of course you might not expect feedback, but that doesn't mean you won't get any. If you're giving out free samples in person, you might be able to receive some instant feedback. Include a hashtag or your Twitter handle on the packaging, and it's likely you'll get some online feedback.
- Sampling is the key method of making sure products make it onto the shelves of these HNI and stay there when faced with heavy competition.



Mobile Chargers (LED/ Backlit Display)

Mobile Chargers are located in the seating area where the highest volume of executives wait to travel.

These charging units can be placed at strategic locations showcasing your advertisement on a backlit screen. These units can also have an LED screen in the front with various entertainment & advertising options.

The shape can also be customized to suit your product or brand.



Luxury Watches

Around 2 – 3 Luxury Watches can be hung on the walls inside each lounge. These will be placed at prominent uncluttered locations to enhance visibility and recall. During the contract period no other watch/clock of any other brand will be displayed. Special Offers or new launches of the brand can be communicated to the lounge passengers periodically via product display or placement of brochures. The contract for branding the watches can be for a minimum period of 3 years upto a maximum of 7 yrs.. approval



Magazine Racks

A rack/support designed for displaying the Magazines. Branding on this rack can be done on the top as well as at the bottom. This is backlit making your Logo/Brand stand out. Also the rack is placed at a strategic location that everyone entering the lounge can see it.



Lounge Access Cards

We can arrange to provide customised lounge access cards for your clients or internal purposes. These cards will allow access to various lounges across India irrespective of the Airline you are flying. These are available on request and can be customised according to your clients.

Subject to approval