



Hyderabad Airport

Hyderabad Airport : Aerobridges Branding

- To ensure 100% Visibility of all Arriving and Departing passengers by offering multiple, cost effective branding options across all aerobridges and bus gates.
- Multiple branding/wrapping packages to choose from, different branding elements like
 - Exterior Arm Wrapping
 - Interior Glass Wrapping
 - Roof suspended head-on sites
 - Wall cladding inside the Aero Bridge
 - Wall wraps
 - Roof Suspended Danglers
- Advertise on strategic locations targeting 100% Departing & Arriving passengers, giving your brand the best eyeballs thus making it a cost effective and viable option.

Multiple Branding Options Available

Both the packages listed below will be displayed on all 6 domestic and 3 international aerobridges ensuring 100% passenger visibility :

Interior Branding Package (for 3 clients)

- 1) 2 Aerobridge panels interior branding.
- 2) Double sided roof suspended head on site.
- 3) Head on Walls or Wall Mount Unit (Backlit) on the way to bus gates.
- 4) Large format Side Panels at Bus gate Arrival corridor.

Exterior Wrapping Package (for 1 client)

- 1) External Wrapping of Moving Arms.
- 2) Head on Wall Wraps on Interior Rotunda.
- 3) Inside Ceiling Dangers in the Moving Arms.
- 4) Exterior Wrapping of the Rotunda.

Note: Head on Walls & Arrival corridor static panels are for 3 clients only.

The location choice will be on first come first serve basis.

Exterior Wrapping Package

Extended Moving Arm – External Wrapping

- External Wraps on all six domestic aerobridges on the portion that comes in contact with the Aircraft.
- This arm is connected to the Aircraft in an angle that makes it possible for the passengers walking in/out of adjacent Aerobridges to see the brand.
- Due to its unique angular placement, this particular branding also provides visibility to passengers inside the terminal departure waiting Area & Lounges.
- This unique media can prove to be a great platform for innovations.
- External Rotunda Wrapping included in external wrapping package





**Actual Installation pics of
Telangana Tourism**

Exterior Rotunda
Branding:



Actual Installation Pics of Rotunda





Backlit site on the way to Departure Bus Gates:

- This site is exactly on the left hand side of escalator / staircase that leads you to the bus gates. (Gate no 25 A-F).
- 100% visibility to passengers moving by tarmac coaches for flights that are not attached to the Aerobridges.
- The size of the Backlit Signage is 18.6ft x 6.4 ft.

Panels at Bus Gate – Arrivals Corridor

- These panels are strategically placed on the walls of the Arrival corridor facing passengers arriving by tarmac coaches
- A total of 3 panels, one for each client
- Each panel is of Size 10 feet (L) x 10 feet (H)
- 100% visibility to passengers departing by tarmac coaches for flights that are not attached to the Aerobridges.





Interior Branding Package

The interior branding package is available on all 9 aerobridges and comprises of:

- 1) Aerobridge panels interior branding.
- 2) Double sided roof suspended head on site.
- 3) Head on Walls or Wall Mount Unit (Backlit) on the way to bus gates.
- 4) Large format Side Panels at Bus gate Arrival corridor.

Head On wall Wrap at Bus Gate



Panels At Arrival Bus Gate



Interior Branding Package

Head On Wall Wraps in Internal Rotunda



Interior Ceiling Danglers



Exterior Wrapping Package

Hyderabad Airport : Planter Branding

An excellent medium to showcase your brand through 52 strategically placed planters of different sizes at various locations across Hyderabad Airport.

Present all across the Airport covering all departures and arrivals, domestic & international providing 100% visibility.

Can be seen at multiple touch points such as Check-in Hall, Security Check, Aerobridges, Bus Gates, Arrival Hall at both International and Domestic Terminals.



Hyderabad Airport : Planter Branding

Also visible to visitors via presence in the airport village. Strategic high traffic locations ensure maximum visibility and recall. A combination of medium and large media in different shapes provides multiple branding options





Hyderabad Airport : Queue Managers

Queue Managers are used to manage the long queues at the check in counters, the Security Hold Area and also at the boarding gates.

Repeated visibility insures 100% recall.

The poles can be wrapped while the straps branded.



Hyderabad Airport : Luggage Trolleys

Airport baggage trolleys is a mobile advertising medium which has presence at all the terminals of the Airport. Unlike other media, the Baggage Trolleys are visible inside and outside the departure and arrival terminals. Visible also in the parking lot of the airport. Used by 90% of the passengers. Economical & multipoint advertising medium. Your brand is visible from 3 advertising display sides.

Shopping Trolleys At SHA - Hyderabad Airport

High visibility, specially in cluster. Used extensively by passengers in the security hold area (SHA) for shopping and carrying small bags. High utility value.



Hyderabad Airport: Security Tray Wrap

Security Trays are found at the security check right after the check-in counters in both the domestic and international departure terminals. Every passenger has to go through the check in order to board their flights.

These trays are kept at the security check counters for passengers to keep their belongings like mobile phones, wallet, laptop, etc. so they can be screened.

These trays can be branded with your logo & message from inside as well as outside.

The color of the trays can also be changed to your brand colours. Passengers spend a minimum of 5 - 7mins in the queue trying to clear security and get to the other side.

Every passenger comes in contact with these trays twice hence doubling the chances of the brand being noticed.





Advantages....

100% visibility covering both domestic and international departures.

Every passenger comes in contact with these trays twice hence doubling the chances of the brand being noticed.

Multiple media avenues with options of multiple creatives.

Customisation options available.

Tower like stacks ensure long distance visibility.

Relatively uncluttered environment enhances visibility and recall.