

A photograph of a busy airport terminal. The scene is filled with people, many of whom are seated at tables, suggesting a waiting area or a lounge. The ceiling is high and features large, circular recessed lighting fixtures. The overall atmosphere is one of a modern, well-lit public space. The text "Airport Marketing" is written in a large, purple, sans-serif font, and "a Marketers POV" is written below it in a smaller, italicized, purple, sans-serif font.

Airport Marketing

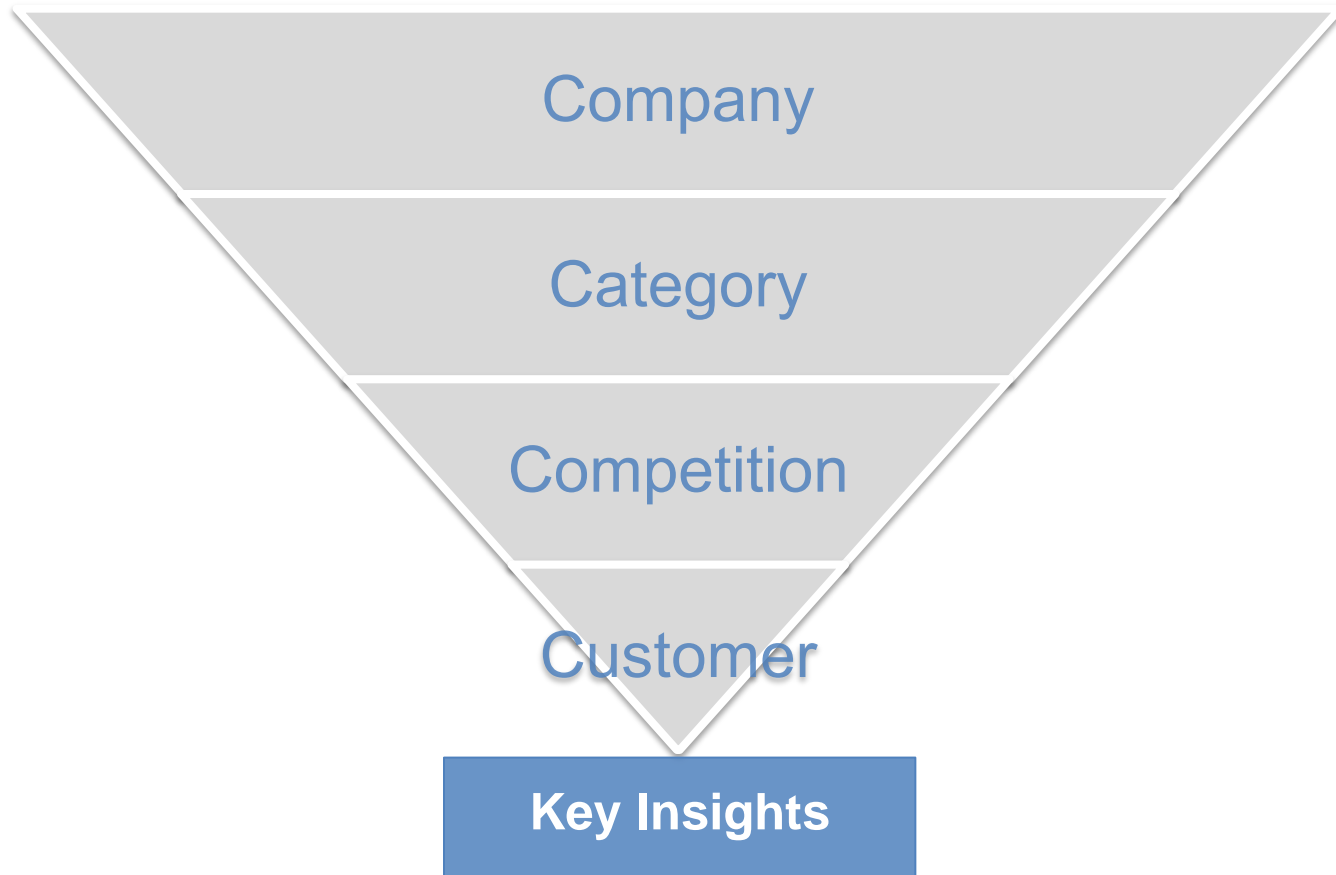
a Marketers POV

Inside the Mind of the Marketer

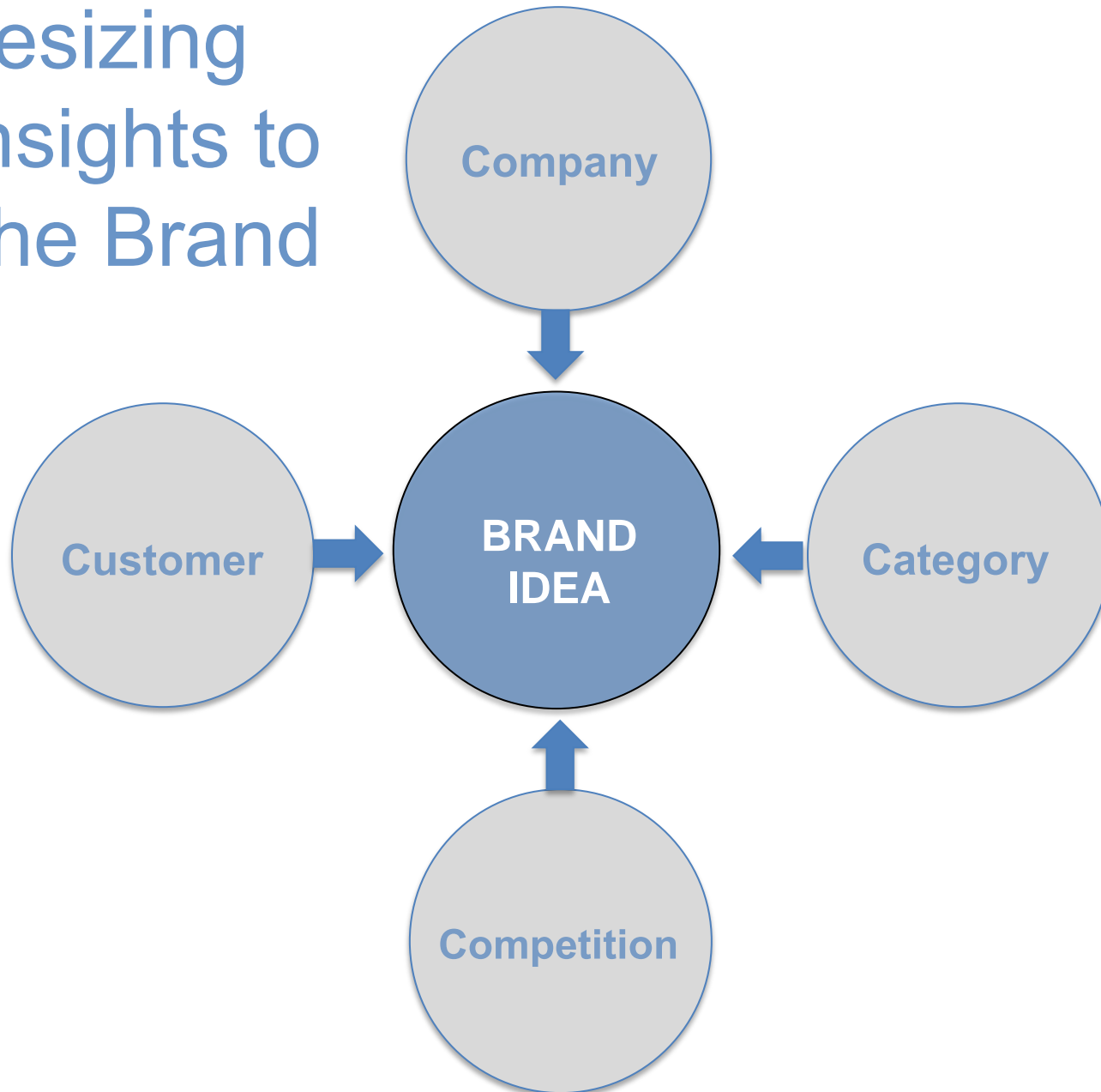
- How good marketers think
- What are marketers up against these days?
- What are the implications for airport marketing?

How Good Marketers Think

Examining the 4 C's to Uncover Key Insights



Synthesizing Key Insights to Find the Brand Idea



Brand Idea Drives Creative Delivery + Tactical Plan Development



It's Brand Idea Driven

- It's not about how many people I can expose my brand to.
- It's about ensuring that I'm delivering **the right message at the right time to the right audience.**
- And, leveraging mediums that allow me to bring my brand to life in a unique and meaningful way.

What are Marketers Up Against?

My Reality

- I'm increasingly being held more and more accountable for my marketing spend.
- I NEED to demonstrate results.
- As a result, expensive, mass awareness vehicles may not make sense like they have in the past.
- I NEED to find innovative ways to break through and create a meaningful connection with my audience.

The Shift

- Accountability has driven a tectonic shift in the world of marketing.
- FROM impression based, or awareness driven mediums/programs TO KPI (key performance indicator) based, or results driven mediums/programs.
- FROM traditional mediums TO new creative ways to break through – where traditional mediums may be a part of an integrated plan, but not the driving force.

What Does this Mean for Airports?

- In general, marketers look at airport marketing as a traditional, **impression based** medium.
- Why? Because in most cases, that's how airports position themselves – **it's all about eyeballs.**
- That's not a great place to be these days as **impressions are a commodity** – the lowest price wins.



The Challenge

Perception

Current

Airport as media environment.
A place to run ads.

Desired

Airport as strategic marketing channel.
Like sports marketing or cause marketing.

Behavior

Current

Evaluate airport on basis of CPM.
Seek the most eyeballs for the lowest price.

Desired

Evaluate airport marketing as a strategic opportunity.
Focus on the value that only airport marketing can deliver.

National Locations
"Share to Enter" sweeps + coupon fuel WOM and drive online and/or retail traffic



Boston Logan
Leverage in-store assets to incent customers to enter to win via WAP by sharing via Facebook or Twitter

Valuable coupon drives retail



COUPON

IN STORE
"Text to Participate"



Sweepstakes entry and Facebook Share can be achieved in one easy click using "Share to Enter" functionality

MOBILE WAP

DUNKIN' DONUTS
AMERICA RUNS ON DUNKIN'
"Share to Enter" SWEEPS



FACEBOOK ADVERTISING & SEEDING

In-store participants socialize the brand / Sweeps to their off-premise social circle.



SOCIAL SHARE

Off-premise friends are driven to sweeps microsite / facebook to participate / enter



FACEBOOK + MICROSITE