BANGKOK SUVARNABHUMI AIRPORT

Media Offer 2022

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1. JCDECAUX AND SUVARNABHUMI **AIRPORT**

JCDECAUX WORLDWIDE

N°1
World leader and the only pure player in Out-of-Home advertising

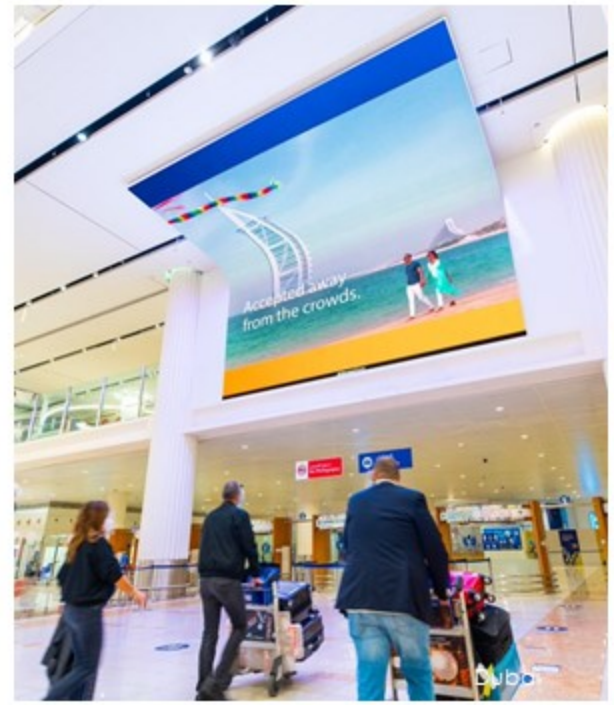
80+
countries

964,000+
advertising panels

10,230+
employees

Street Furniture
Self Services Bicycles

€1,131m
N°1 worldwide



Transport / Airport Advertising

€811m
N°1 worldwide

Billboard Advertising

€336m
N°1 in Europe

Source: JCDecaux OneWorld Key Figures 2020 / JCDecaux 2020 Universal Registration Document

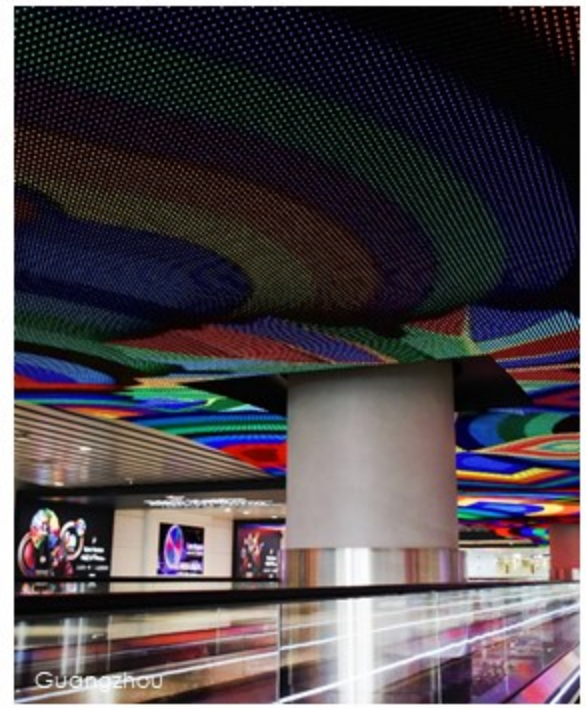
CORE VALUES

Paris

outstanding
design

Dubai

flawless
quality


Guangzhou

cutting-edge
innovation

New York

sustainable
development

A UNIQUE GLOBAL AIRPORT EXPERT

A dynamic success based on experience trusted worldwide

156 airports

38 countries

7 of the top 10 worldwide airports*

26% of the worldwide airport traffic more than 2.3 billion passengers per year *

*Source: ACI 2018, vs 2019 traffic data

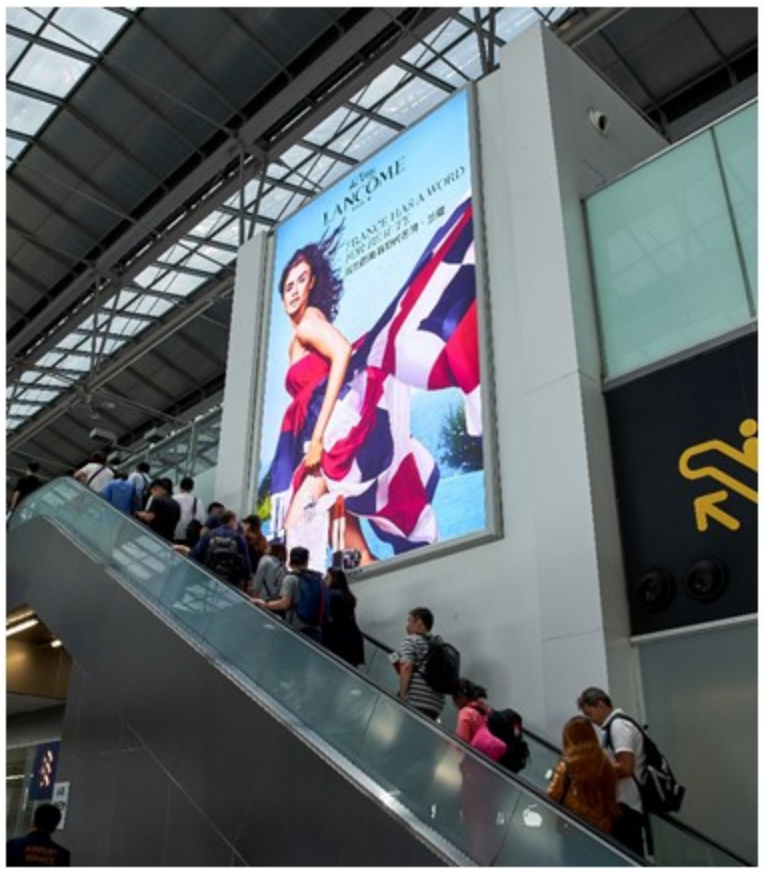
JCDECAUX THAILAND

Pioneer of Out-of-Home media in Bangkok since 1996

65 million (2019)
passengers at Suvarnabhumi Airport

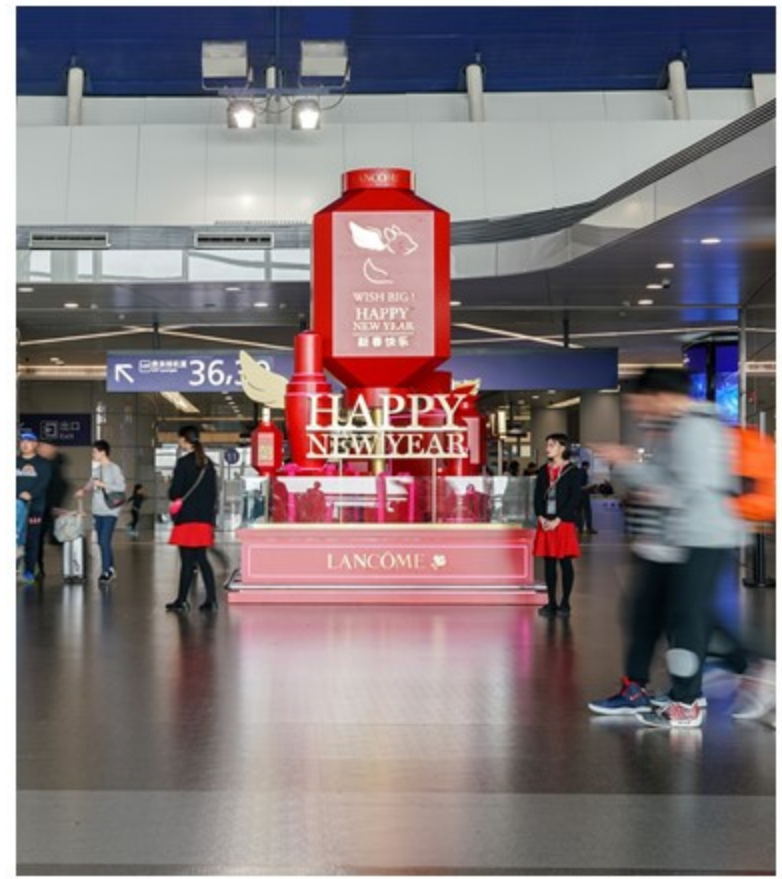
Suvarnabhumi Airport

JCDECAUX THAILAND AIRPORT : 1-STOP SHOPPING FOR AIRPORT MEDIA



Static Media

Digital Media



Other Media
(Floor Display, Jet bridges, Trolley)

SUVARNABHUMI AIRPORT CLIENTS BY CATEGORIES

- Retailers
- Entertainment / Leisure
- Personal Care
- Finance
- Food & Beverage
- Automobile
- Services
- Fashion
- Telecoms / Technology
- Petroleum

Entertainment / Leisure	Electrical Appliances	Telecom Equipment / Computing	Petroleum
Avatar Discover Pandora, Dinosaur Planet, Siam Piwat	Konica Minolta, Ricoh, Olympus, Fuji Xerox, Hitachi	Huawei, oppo, Samsung, vivo	IPTC, Trinasolar, PT
Fashion	**Financial**	**Government**	**Grocery / Food**
Geox, Casio, Mido, Swarovski, Jim Thompson, Titoni, Tissot, Pierre Cardin	SCB, UnionPay, UOB, Aeon, Citibank	DITP, Suvarnabhumi, Paralympic	Burger King, Sandra Paul, Foco Life+, 137
Holiday / Travel / Transport	**Utilities**	**Motors**	**Retailers**
Accor, HIS, Hilton, Dubai, Club InterContinental	AIS, dtac, true	MG, Yokohama, Nissan	Kohler, SLC, Central, centralworld
Personal care			**Others**
Babalah, Beauty Buffet, Biotherm, Bory, BPI, Clarins, Oriental Princess, Counterpain, Smooth E, Burberry, Mistine, Estée Lauder, Dentiste, Laneige, L'Oréal, Coty, ele			Eva Air, TCDC, if

Bangkok Continues to Lead Among Top Destination Cities

Bangkok is the 1st of Top 5 Destination Cities

Bangkok is the 3rd of Top 5 Destination Cities by International Visitors Spending

No.	City	Million.
1	Bangkok	22.78
2	Paris	19.10
3	London	19.09
4	Dubai	15.93
5	Singapore	14.67

MasterCard

Global Top 5 Destination Cities by International Visitors (2019)

No.	City	Billion.
1	Dubai	30.82
2	Makkah	20.09
3	Bangkok	20.03
4	Singapore	16.56
5	London	16.47

MasterCard

Global Top 5 Destination Cities by International Visitors Spending (2019)

Source: MasterCard Worldwide Insights 2019

Bangkok Wins the Best City for a Workation

Bangkok ranked No.1 on a new list of top global "workation" destinations from Holidu.co.uk (travel site)

No.	City	Country
1	Bangkok	Thailand
2	New Delhi	India
3	Lisbon	Portugal
4	Barcelona	Spain
5	Buenos Aires	Argentina

holidu

The World's Top 5 "Workation" Cities by Holidu.co.uk (2021)

Holidu's Workation Index for 2021 ranked 150 cities as working vacation destinations using factors ranging from the monthly rent on a one-bedroom apartment and cost of after-work drinks to average hours of sunshine, wi-fi speeds and the number of "things to do" rated four stars or above

Source: www.holidu.co.uk 2021

BKK BEST AIRPORT IN THAILAND

2019
a record year for passenger traffic

65 M
passenger traffic in 2019

100 airlines
57 countries
169 destination cities

Airport Destinations

Hong Kong HKG	8%
Singapore SIN	5%
Seoul ICN	5%
Taipei TPE	4%
Dubai DXB	3%

Country Destinations

China	16%
Hong Kong	8%
India	7%
Japan	7%
South Korea	7%

% SPLIT BY DESTINATION REGION

Key Airlines

Thai Airways	31%
Emirates	4%
Bangkok Airways	4%
Thai Smile	3%
Cathay Pacific	3%

Nationality

Thailand	37%
China	7%
South Korea	5%
India	5%
Hong Kong	4%

Source: NPD – Airport Infographic

BKK BEST AIRPORT IN THAILAND

SUVARNABHUMI AIRPORT PASSENGER TRAFFIC 2019

65.4 Million
Total Passengers

53.4 Million
International Passengers

11.9 Million
Domestic Passengers

SUVARNABHUMI AIRPORT PASSENGER TRAFFIC

2018 VS 2019

+0.79% **+3.79%** **+3.23%**

*Source: AOT 2019

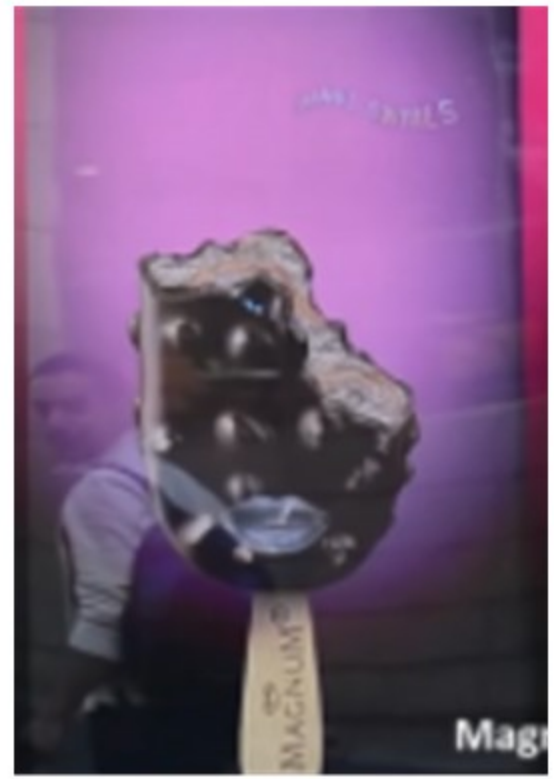
2. A NEW ECOSYSTEM FOR ADVERTISING

BENEFITS OF DIGITAL MEDIA

DOOH adds a new dimension to the existing, already strong impact of display OOH campaigns by enhancing communication in key area

IMPACT

Enhancing the visibility of the message that is displayed



ENGAGE

Offers many creative solutions that help reinforce the brand's relationship with its audience

FLEXIBILITY

Offers the possibility to change creatives in real time, with an unlimited number of visuals.

Source: JCDecaux Global Shopper Survey 2016

THE AIRPORT DIGITAL REVOLUTION IS UNDERWAY

A digital transformation driven by **growing passenger demand** and **new technologies** bringing a new **connected passenger experience**

BOOKING

Almost **85%** book their flight with **self-service technologies**

CHECK-IN

88% of airports have implemented a kiosk self-service check-in

BAG DROP

64% would **track their bag** in real-time via a mobile app if available

ID CONTROL

44% had their identity verified automatically

DWELL TIME

74% **would use alerts on flight and gate** pushed to their mobile if available

BOARDING

23% use a mobile device at the boarding gate

BAGGAGE CLAIM

63% would like to receive **real-time bag collection details** upon arrival (26% report being able to do so)

ON BOARD

42% use Wi-Fi service on board

Source: SITA Passenger IT insights 2019 / SITA Air transport IT insights 2018

AIRPORT MEDIA ADOPTING THE DIGITAL REVOLUTION

Data mining is a wonderful opportunity to:

differentiate from other media

capture market shares

optimize audience monetization

3 POWERFUL GAME CHANGERS

Data & audience
intelligence

Smart content
to serve contextualized and relevant content to the target audience

Programmatic buying
based on audience profiling

PREPARING FOR PROGRAMMATIC TRADING

VIOOH MAKING A GREAT IMPRESSION

A global independent platform for planning ,trading and content management

VIOOH Automation
Tailor made media planning

- Campaign pricing
- Frame allocation
- Real-time availability
- Yield optimisation

VIOOH Exchange
Programmatic trading

- Audience attribution
- Transacting
- Sales policy & Productisation
- Campaign reporting (KPI)

VIOOH Content
Content management in real time

A content which is

- Dynamic
- Relevant
- Engaging

PREPARING FOR PROGRAMMATIC TRADING

VIOOH Automation

Automated media planning and booking

Access via User Interface or API

VIOOH
AUTOMATION

DATA

TO « BUILD » A TARGETED AND CONNECTED MEDIA

PREPARING FOR PROGRAMMATIC TRADING

VIOOH EXCHANGE

For **programmatic trading**

By accessing the **availability on our digital assets in real-time**, advertisers will be able to buy on **an audience-based CPM model** directly.

Real time bidding via DSP
and & hour time frame between purchase and display

Data driven audience targeting and flexible trading
enable optimised campaigns

Relevant content
only played when campaign parameters are met

Only bid and pay for impressions delivered
to target audience

Automated reporting and measurement

PREPARING FOR PROGRAMMATIC TRADING

VIOOH CONTENT
a real-time **content management system**

Using live data feeds

- Weather
- Stock Exchange
- Road Traffic
- Flight Information
- Social Media Feeds
- Sales & Promotions

Ensuring that content is

- Dynamic
- Relevant
- Engaging

VIOOH CONTENT is

Intuitive

Secure

3.

THE AIRPORT MEDIA **A THRIVING TERRITORY** FOR BRANDS

WHY AIRPORT MEDIA IS A MUST? FOR GLOBAL SHOPPERS

Airport Passengers are extremely receptive and pay attention to advertising

74%

Rank Airport duty-free shops as preferred shopping place

59%

Buy in airport stores almost every trip

Source: JCDecaux Airport Stories

AN AUDIENCE RESPONSIVE TO ADVERTISING

The airport THE spot For brands

It is ideal as the passenger is captive in a waiting space

77%

Passengers look at advertising in airports

85%

Like to see advertising in airports

86%

International airports are a showcase of the country

Source: JCDecaux Airport Stories

KEY FINDING & INSIGHTS

66% READ

Airport Advertising

47% RECALL

When making a purchasing decision

36% INTERESTED

In signing up for/learning about **E-COMMERCE SERVICES** while at the airport

90%

Are likely to **SHOP/DINE/VISIT** brick and mortar area after learning about them at the airport

Source: Nielsen Airport Insights Study 2017

AN AUDIENCE IN THE MOOD FOR SHOPPING

For Global shoppers, the Shopping is at the heart of the Travel Experience

A media offer strategically implanted to accompany the Global Shoppers through their journey at the airport

87%

Like to do shopping when visiting a foreign country

67%

Pay attention to advertising when they are abroad

83%

Are open to influence in the brand they buy

Source: JCDecaux Global Shopper Survey 2016

AIRPORT OUTPERFORMS OTHER MEDIA ENVIRONMENTS

Airport advertising delivers the **highest perceived value** (more valuable than other advertising environments)

Being seen in a premium environment pays dividends for brands.

On an index basis, the following scores compared to the average for all researched advertising environments

111
Airport

101
TV

100
Print

95
Mobile

94
Website

Source: ResearchBods 2021

AIRPORT OUTPERFORMS OTHER MEDIA ENVIRONMENTS

A brand advertising in the airport will be seen as **more prestigious and luxurious**

On an index basis, the following scores compared to the average for all researched advertising environments

113
Airport

99
TV

99
Mobile

99
Website

98
Print

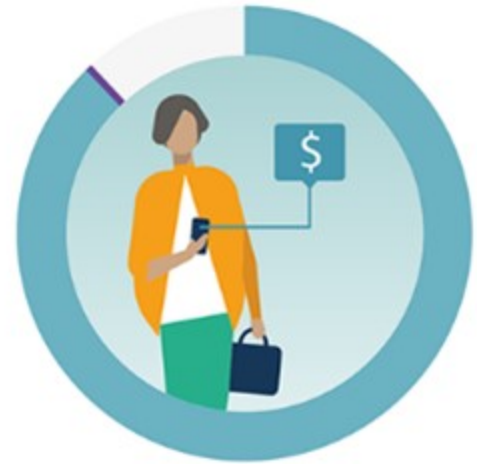
Source: ResearchBods 2021

BUSINESS DECISION MAKERS CONNECT WITH ADS AT THE AIRPORT

Business Decision Makers (BDMs) are frequent travelers through airport all over the world

4 in 5

BDMs are more likely to consider a B2B brand advertising in and around airports



88%

Have taken action as a result of seeing business related advertising in airports.

Source: JCDecaux Open for Businesses

BUSINESS DECISION MAKERS CONNCET WITH ADS AT THE AIRPORT

Travel **is and will remain** intrinsic to the working life of BDM's

The airport provides **'still time'**, away from daily demands at the office

It is a convenient place to work and provides a unique opportunity to think more widely about business needs

B2B airport advertising is **valued** by BDM's

B2B brands are perceived as **trustworthy and market leaders**

B2B airport advertising drives **brand consideration** and drives a **call to action** amongst BDM's

Source: JCDecaux Open for Businesses

BUSINESS DECISION MAKERS CONNECT WITH ADS AT THE AIRPORT

When flying on business

They arrive in good time before their flight, even for short haul

Short haul	Medium haul	Long haul
On average 1:42 hrs mins	On average 2:16 hrs mins	On average 2:48 hrs mins
International 1:44 hrs mins	International 2:18 hrs mins	International 2:48 hrs mins
Domestic 1:40 hrs mins	Domestic 2:15 hrs mins	Domestic 2:48 hrs mins

BUSINESS DECISION MAKERS CONNECT WITH ADS AT THE AIRPORT

BDMs agree that

B2B advertising
at the airports…

83%

Catches their attention

82%

Is effective at reaching people like me

When
at the airports

82%

Often sees advertising for brands connected to business.

79%

Often sees advertising for services and products that could be useful for their line of work.

Source: JCDecaux Open for Businesses

BUSINESS DECISION MAKERS CONNECT WITH ADS AT THE AIRPORT

Across all attributes the airport environment has the greatest impact on creating positive B2B brand perceptions

Impact of advertising environment on BDM's perceptions of B2B brands

7.9
Airport

7.8
TV

7.7
Online

7.5
Newspaper/ magazines

Source: JCDecaux Airport Stories

AIRPORT B2B ADVERTISING DRIVES ACTION

Drive to discussion

Net: 60%

Talked to others (colleagues/family/friends) about it)	45%
Taken a picture and shared it with others	23%
Commented about it on social media	22%

Drive to information

Net: 62%

Visited the brand's website	40%
Made a conscious decision to investigate further	29%
Taken a picture for future reference	26%

Drive to contact/purchase

Net: 57%

Made a purchase (after/during my trip)	38%
Tested a product of the advertised brand	23%
Set up a meeting with the company to find out more	16%
Called a number advertised	16%

Source: JCDecaux Airport Stories

4.

MEDIA OFFER
SUVARNABHUMI AIRPORT

2 COMMUNICATION SOLUTIONS TO FIT IN YOUR MEDIA STRATEGY

IMPACT

Make an impactful statement with outstanding formats (digital or static).

Reach 100% of the audience in one hit at strategic area.

Or reach only your desired target with the right media at the right site.

BROADCAST

Surround 100% of the audience.

Achieve repetition and recall with powerful networks (static or digital).

DIGITAL MEDIA CONFIGURATION

Long Airtime

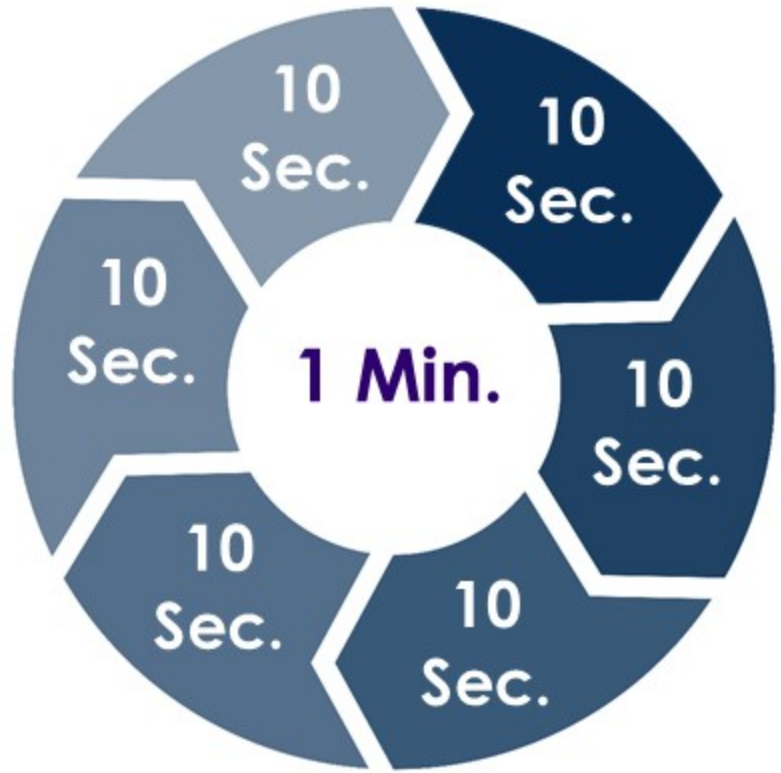
20 Hrs./Day

Close 1am.-5am.

Minimum Airtime/Client

1,200 Spots / day (20 Hrs)

6 Clients / Loop



IMPACT | INDEX OF MEDIA PRODUCTS

Make an **impactful statement** with outstanding formats

Reach 100% of the audience in one hit at strategic area.

Or reach only your desired target with the right media at the right site.

DEPARTURES

- INFORMATION LIGHT BOX
- DEPARTURE DOMINATION LIGHTBOX
- GRAND SPLENDID DEPARTURE
- GRAND SUPERIOR DEPARTURE
- REMARKABLE LIGHT BOX DEPARTURE
- GRAND MAJOR DEPARTURE
- MAXI LIGHT BOX
- 100% DOMESTIC
- EXECUTIVE TERRITORY
- ULTIMATE CONTACT PANORAMA
- REMARKABLE PANORAMA
- PASSPORT CONTROL EXCLUSIVE
- TERRIFIC EXCLUSIVE DEPARTURE
- DUTY FREE EXCLUSIVE
- DUTY FREE 100%

ARRIVALS

- PANORAMA
- WIDE SCREEN
- 100% FAST TRACK
- ARRIVAL STICKER (COTTO)
- MAXIMA MUPI COLUMN
- WELCOME TO BANGKOK
- INFORMATION LIGHT BOX BAGGAGE CLAIM
- IMPACT DOMESTIC
- 100% ARRIVAL
- GIANT STICKER
- MEETING HALL PACKAGE
- CENTER AREA (DOMESTIC)
- ARRIVAL COVERAGE PACK
  - INFORMATION LIGHT BOX MEETING HALL
  - BASEMENT POLE
- ARRIVAL INFORMATION
- MAXIMA IMPACT ARRIVAL
- THE MORRIS COLUMN

OUTDOOR

- UNI – POLE
- WELCOME GATE

OTHER

- EXCLUSIVE ZONE
- TROLLEY
- INFORMATION LIGHTBOX BASEMENT
- PANORAMA BASEMENT
- DIGITAL COVERAGE PACK
  - GIANT DIGITAL MEDIA DEPARTURE
  - GIANT DIGITAL MEDIA ARRIVAL
  - TV WALL CAR PARK

Click on a product to reach the specification sheet / When on a product specification sheet click on the icon IMPACT to come back to the index

IMPACT | INFORMATION LIGHT BOX

Media Benefits

- **Automatically attracts passengers** in search for their flight information
- **A qualitative media** using Beam Light box technology that allows stylish advertisements
- **Reach 100% departing passengers** with its great visibility in the international and domestic departure areas

IMPACT | DEPARTURE DOMINATION LIGHTBOX

Media Benefits

- Located among the check-in counters to **capture the attention of all departing passengers**
- **Long exposure time** as people wait to check-in

IMPACT | GRAND SPLENDID DEPARTURE

Media Benefits

- **Perfect area** in front of the passport control;
- Ensure your brand **maximum coverage** of international passengers
- **Enhance the image** of your brand

IMPACT | GRAND SUPERIOR DEPARTURE

Media Benefits

- **Perfect area** in front of the passport control; Ensure your brand **maximum coverage** of international passengers
- **Enhance the image** of your brand

IMPACT | REMARKABLE LIGHT BOX DEPARTURE

Media Benefits

- **Reach 100%** of the international departing passengers
- The **only display located right after the customs area**
- Its huge size will definitely **attract the attention** of departing passengers

IMPACT | GRAND MAJOR DEPARTURE

Media Benefits

- **Head-on** position right above the passport control; these media ensure your brand with **excellent coverage** of domestic passengers
- Target **100% departing passengers** as well as greeters.

IMPACT | MAXI LIGHT BOX

Media Benefits

- **Giant 44 sqm media** for **domestic passengers** next to the passport and security control
- **High Dwelling Area** - passport control
- **Impactful** and **cannot-be-missed** position

IMPACT | 100% DOMESTIC

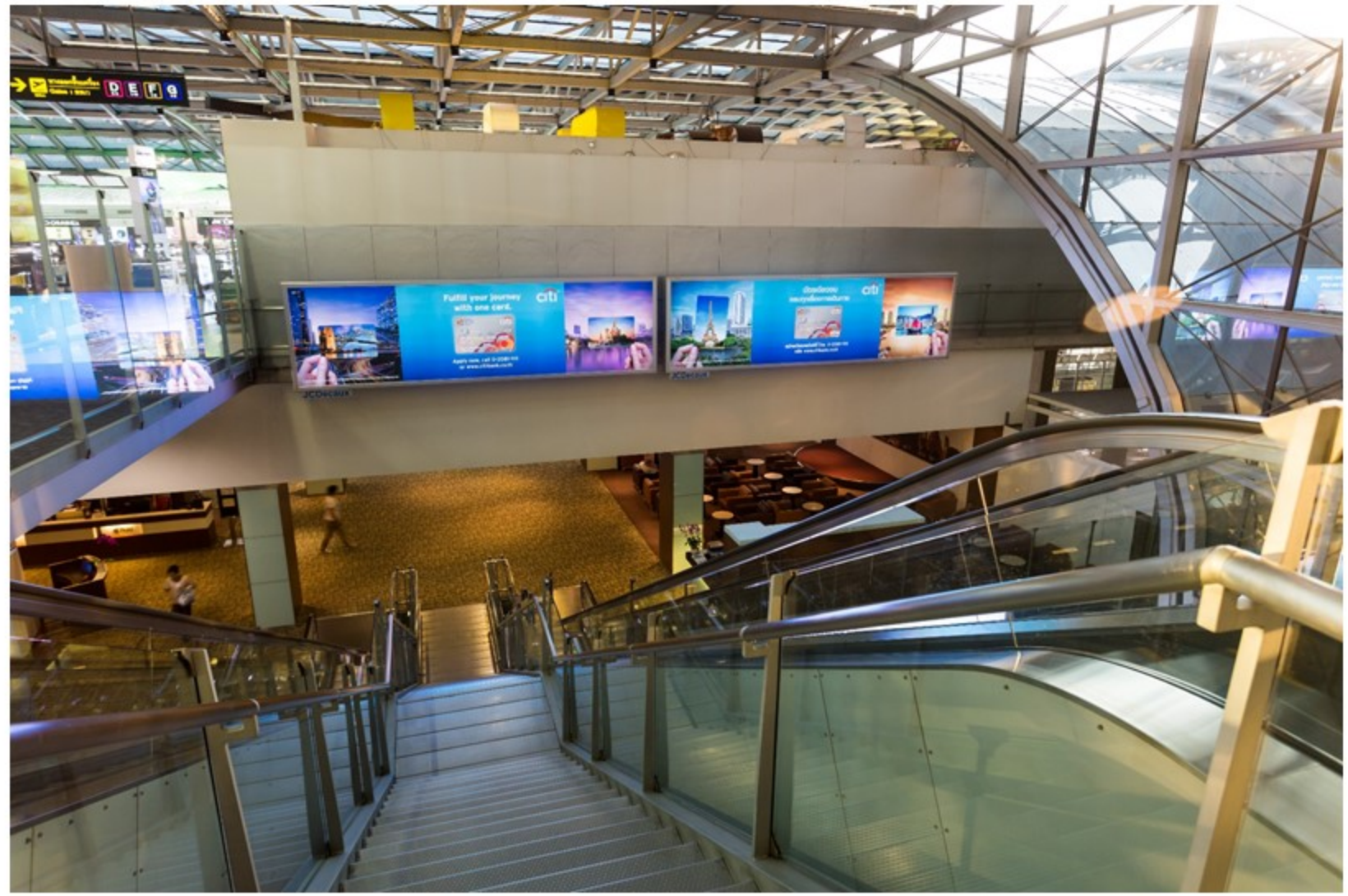
Media Benefits

- **Exclusive display to reach 100% of domestic passengers** in the departure area
- **Head-on** and **eye-catching** due to its sheer size, and length of visibility

IMPACT | EXECUTIVE TERRITORY

Media Benefits

- Dedicated to reach **100% of premium audiences at the main Business and First Class Lounges of Thai Airways**
- Thai Airways First Class Lounges were elected 2nd in the world by Skytrax Survey 2008



IMPACT | ULTIMATE CONTACT PANORAMA

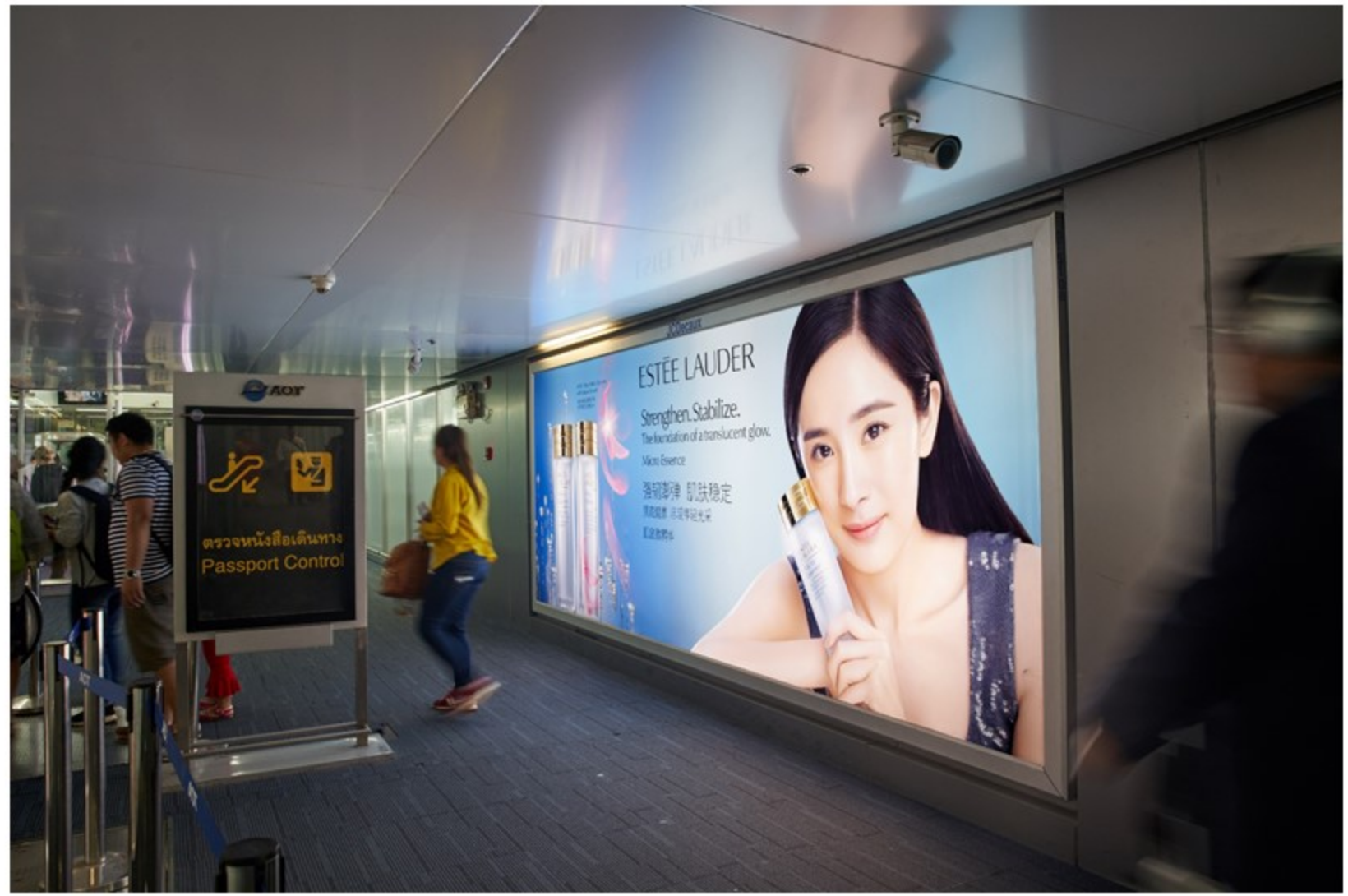
Media Benefits

- **A distinctive position** located in the Securities Check Area to **capture International departing passengers**
- A **great spotlight display** with eye-catching format that **well impressed**

IMPACT | REMARKABLE PANORAMA

Media Benefits

- **A distinctive position** located in the Passport Control area to mainly **capture international departing passengers**
- Achieve **high impact of visibility** before the Duty Free Zone
- **A great spotlight display** with eye-catching format that will impress



IMPACT | PASSPORT CONTROL EXCLUSIVE

Media Benefits

- **Exclusively capture visibility of international passengers** in the Departure area
- **Head-on** and **eye-catching** due to its outstanding format, and length of visibility
- **Highly absolute impact of brand retention** with inevitable walk along the escalator.

IMPACT | TERRIFIC EXCLUSIVE DEPARTURE

Media Benefits

- **Achieve high impact of visibility** before the Duty Free Zone
- Ensure your brand with excellent coverage of international departing passengers

IMPACT | DUTY FREE EXCLUSIVE

Media Benefits

- **Special and exclusive advertising media** for all luxury brands that want to communicate target audiences with high purchasing power
- 9 media located around the duty free shopping area in the main Departure concourse that reaches all international passengers
- Located just below flight information boards, guarantees the attention of passengers: Achieve repetition as passengers look at the boards several times

IMPACT | DUTY FREE 100%

Media Benefits

- **Strategic area**: Located just after passengers leave duty free area and before they enter boarding rooms.
- **Double impact** on international passengers living Bangkok from Concourse E and C boarding gates.

IMPACT | PANORAMA

Media Benefits

- **Long exposure**; Take advantage of the length of the concourses to deliver your message to international and domestic arriving passengers

- One of the **first** sites to be seen by arriving passengers

IMPACT | WIDE SCREEN

Media Benefits

- An exclusive display to reach 100% of domestic and international arriving passengers
- Very **eye-catching** thanks to its large and illuminated format
- **Long length of visibility**; Passengers can see the displays from afar; **Longer exposure**

IMPACT | 100% FAST TRACK

Media Benefits

- Unrivalled impact with displays located above the passport control area
- Large media for **maximum impact**
- Greet arriving passengers with a welcoming message to get your brand associated with a **positive image**

IMPACT | ARRIVAL STICKER

Media Benefits

- An **effective media** at the strategic area before the immigration hall

IMPACT | MAXIMA MUPI COLUMN

Media Benefits

- **Impressive height and format** that enhances your brand's image
- **Effective media** to target 100% of international arriving passengers

IMPACT | WELCOME TO BANGKOK

Media Benefits

- **Unrivalled impact** with 2 large media located above the passport control area
- Give your brand a **positive image** by greeting passengers with a warm welcome message.

IMPACT | INFORMATION LIGHT BOX BAGGAGE CLAIM

Media Benefits

- **Target 100%** of international arriving passengers
- **Great visibility**, utility, and position.
- **Perfect area** – where passengers check baggage information boards

IMPACT | IMPACT DOMESTIC

Media Benefits

- A **strategic area** to target all domestic passengers arriving in Bangkok, before the baggage reclaim area.
- **Located directly above passenger flow** guarantees attention
- **Biggest sign in domestic arrival** before baggage reclaim

IMPACT | 100% ARRIVAL

Media Benefits

- Target **100% of arriving passengers**
- **High dwell time area**; Great exposure
- **Head-on site in a strategic area**; Above the customs checkpoint

IMPACT | GIANT STICKER

Media Benefits

- **Reach 100%** of the international arriving passengers
- The **only display located right after the customs area**
- Its huge size will definitely **attract the attention** of arriving passengers

IMPACT | MEETING HALL PACKAGE

Media Benefits

- **A perfect combination** of Center Area and Massive Glass Wall Creating a branded environment at the Meeting Point
- **Impactful display** located in the public area, below the information board in the arrival center area
- Guarantee arriving passengers' and greeters' attention thanks to its **substantial size**

IMPACT | CENTER AREA (DOMESTIC)

Media Benefits

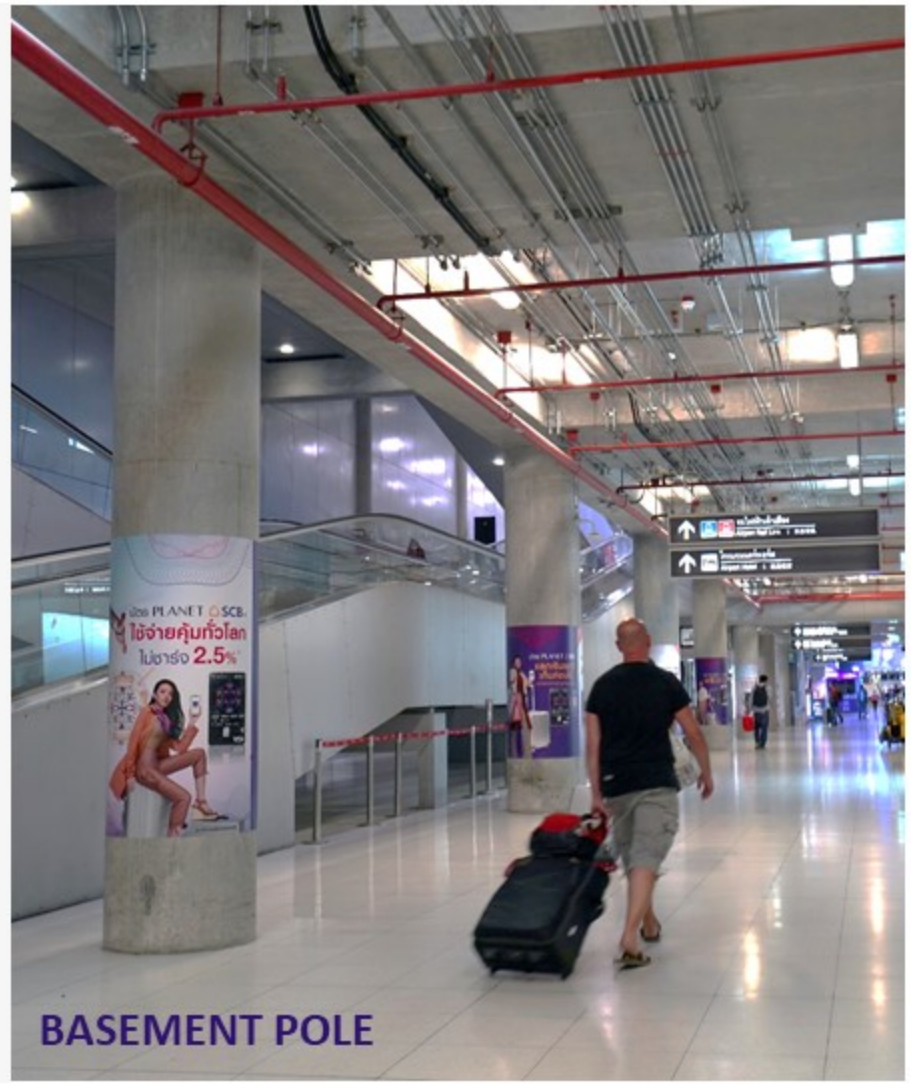
- Located below the information board in the arrival center area
- **Strategic site** that will guarantee passengers' and greeters' attention

IMPACT I ARRIVAL COVERAGE PACK

Media Benefits

- A perfect combination of Information lightbox and Basement Pole media Creating a branded environment at the Meeting Point

- Guarantee 100% of arriving passengers' and greeters' attention all the way to ARL entrance



BASEMENT POLE

INFORMATION LIGHTBOX
MEETING HALL

IMPACT | ARRIVAL COVERAGE PACK – INFO LIGHTBOX MEETING HALL

Media Benefits

- **Attractive format** with back-light that will grab attention from both arrival passengers and greeters
- **Great visibility**, utility, and position

IMPACT | ARRIVAL COVERAGE PACK – BASEMENT POLE

Media Benefits

- **Attractive format** with Sticker wrap that will grab attention from both arrival / departing passengers from ARL
- **Great visibility**, utility, and position

IMPACT | ARRIVAL INFORMATION

Media Benefits

- **Reach 100%** of the international arriving passengers
- The **only display located right after the customs area**
- Its huge size will definitely **attract the attention** of arriving passengers

IMPACT | MAXIMA IMPACT ARRIVAL

Media Benefits

- **Large format at strategic area** to target all passenger flows; **Guarantees attention**
- **Dwell-time area**; Great exposure
- Located at the center of the arriving meeting point area

IMPACT | THE MORRIS COLUMN

Media Benefits

- Target specifically domestic arriving passengers & greeters
- Visibility: **Unique display** that catches the attention of passengers, and **differentiate** your brand from the rest
- European design; Stylish and modern

IMPACT | UNI - POLE

Media Benefits

- Specially located on the main road connecting Bangkok to the airport, fully reaching an entirely premium high profile audience
- A complete coverage of all passengers, reaching the finest audience effectively
- Billboards with unmatched quality, standing out with first-rate visibility and impact

IMPACT | WELCOME GATE

Media Benefits

- Located on the main road connecting Bangkok to the airport, reaching a premium high profile audience
- Total coverage of all passengers, efficiently covering upscale targets
- Huge modernly designed head-on displays, inescapable for the audience, with an amazing visibility and impression

IMPACT | EXCLUSIVE ZONE

Media Benefits

- For delivering interactive experiential marketing. It is ideal for brands where attention and novelty are key.
- engaging customers with brands through interactive games and more

IMPACT | TROLLEY

Media Benefits

- Cover strategic sites across main terminal building ; **Check-in area, Duty free area, and baggage claim area**

- **High Quality stickers** for the **quality** and the **durability** of the media

IMPACT | INFORMATION LIGHT BOX BASEMENT

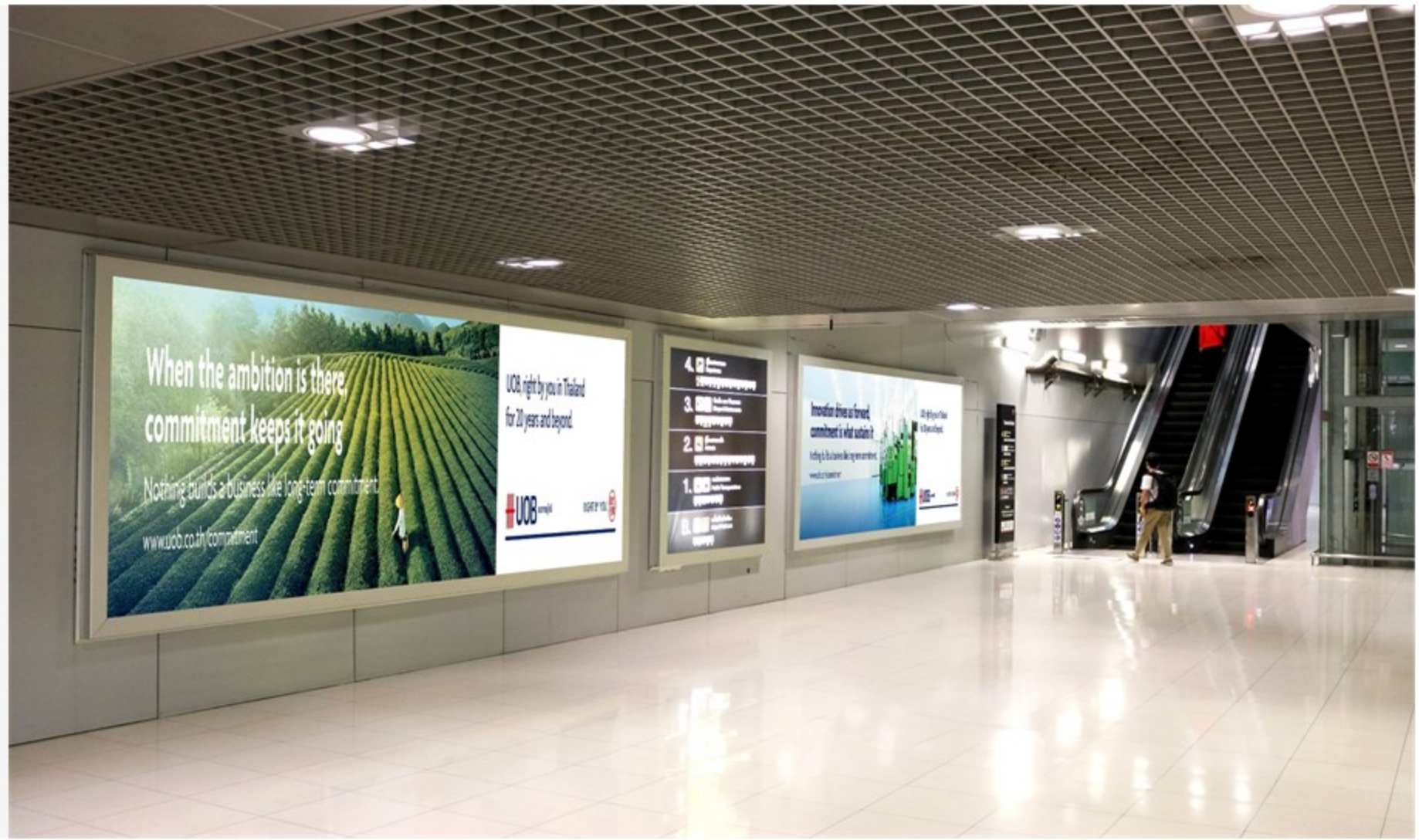
Media Benefits

- **Attractive format** with back-light that will grab attention from **both departing and arriving passengers travel via Airport Link**
- **Great visibility**, utility, and position

IMPACT | PANORAMA BASEMENT

Media Benefits

- **Attractive format** with back-light that will grab attention from **both departing and arriving passengers travel via Airport Link**
- **Great visibility**, and position



IMPACT | DIGITAL COVERAGE PACK

Media Benefits

- A bundle of **impactful digital medias** that **capture 100%** of both departing and arriving passengers

GIANT DIGITAL MEDIA DEPARTURE

GIANT DIGITAL MEDIA ARRIVAL-1

TV WALL CAR PARK

GIANT DIGITAL MEDIA ARRIVAL-2

IMPACT | GIANT DIGITAL MEDIA DEPARTURE

Media Benefits

- **Prime area** at check in Hall capturing all departing passengers
- **Huge digital media** helps drawing attention from passengers

IMPACT | GIANT DIGITAL MEDIA ARRIVAL

Media Benefits

- An exclusive display to reach 100% of international arriving passengers
- Very **eye-catching** thanks to its large format and digital media
- **Long length of visibility**; Passengers can see the displays from afar; **Longer exposure**

IMPACT | TV WALL CAR PARK

Media Benefits

- **Perfect area** at the entrance from the car park. Ensure your brand **maximum coverage** of international passengers
- **Enhance the image** of your brand

BROADCAST | INDEX OF MEDIA PRODUCTS

Surround 100% of the audience.

Achieve repetition and recall with powerful networks

DEPARTURES

- CHECK IN NETWORK
- DUTY FREE NETWORK
- VIP NETWORK
- TAKE OFF NETWORK

ARRIVALS

- WELCOME NETWORK
- IMMIGRATION NETWORK
- FULL CONTACT NETWORK

DEPARTURES / ARRIVALS

- DOMESTIC NETWORK
- POLE LIGHTBOX

Click on a product to reach the specification sheet / When on a product specification sheet click on the icon IMPACT to come back to the index

BROADCAST | CHECK IN NETWORK

Media Benefits

- This network of **35 state-of-the-art backlit scrolling units** is located at the beginning and end of each check-in row where passengers have an inescapable dwell time
- **Repetition** enables **maximum efficiency** for better **brand retention**
- **Ambient media**: Create a branded environment in the departure area

BROADCAST | DUTY FREE NETWORK

Media Benefits

- **Strategic sites** for all luxury brands that want to communicate target audiences with high purchasing power
- **Target 100% of international passengers** along the duty free shops
- **Maximum efficiency** of brand repetition

BROADCAST | TAKE OFF NETWORK

Media Benefits

- **Cover 100% of international passengers** in the departure area, before the boarding room
- **Network of 9 state-of-the-art 2 sqm backlit scrolling units** at the boarding gates

BROADCAST | VIP NETWORK

Media Benefits

- Located near Business Lounges: **Cover 100% of departing Business and First Class passengers**
- Create a **premium brand image**; Associate your brand with the VIP area in the minds of your customers

BROADCAST | WELCOME NETWORK

Media Benefits

- **Cover 100%** of Bangkok airport passengers in the central arrival concourse D, before the immigration control center
- Achieve **high brand retention with repetition**
- **Inescapable long walking time**
- **Synchronized scrolling units allowing room for creative artwork** (e.g. series)

BROADCAST | IMMIGRATION NETWORK

Media Benefits

- **Long idle time at passport control**: great opportunity to communicate detailed messages
- **Network of 7 state-of-the-art backlit and synchronized scrolling units** that are strategically located right at the immigration control area; Attract the attention of international arriving passengers

BROADCAST | FULL CONTACT NETWORK

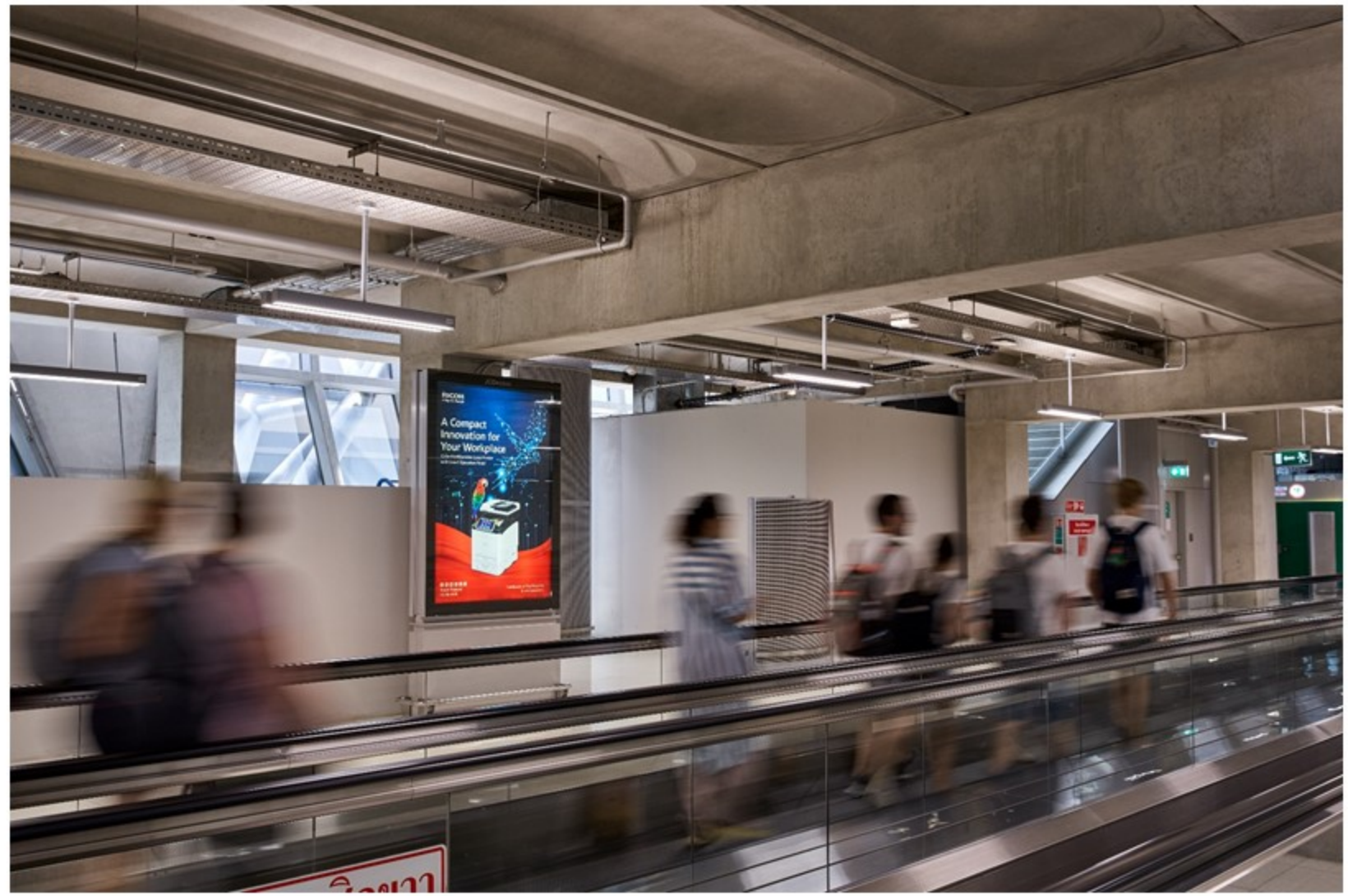
Media Benefits

- **Cover 100% of arriving passengers** at the international and domestic baggage reclaim area
- **Long dwell time** as passengers wait for their luggage

BROADCAST | DOMESTIC NETWORK

Media Benefits

- Special site to **reach both departing and arriving domestic passengers**
- Network of **6 state-of-the-art 2 sqm backlit scrolling units** in the main domestic concourse



BROADCAST | POLE LIGHTBOX

Media Benefits

- Special sites to **reach both departing and arriving passengers** commuting by
- Network of over **70 media** of **Illuminated Pole Lightbox**

4th Floor

1st Floor

MORE INFORMATION

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