

# | Airport Activations



# Airport Video Walls

What?	<p>AMBEV'S AIRPORT MAIN ACTIVATION.</p> <p>Based on 3 pillars:</p> <ol style="list-style-type: none"><li>1. <b>Content:</b> Broadcast matches (FWC) + branded content + daily updates</li><li>2. <b>Services:</b> Charging stations</li><li>3. <b>Cenography:</b> Confort for consumers</li></ol>
Where?	<p><b>20 videowalls (180 screens) split in 11 airports</b></p> <p>GRU, CGH, VCP, GIG, SDU, CNF, SSA, REC, FTZ, POA, CWB</p>
When?	<p>From 06/05 to 20/07</p>
Octagon's involvement	<p><b>Managing the whole project from the start:</b></p> <p>Creative concept, suppliers, negotiations, partnerships, etc. Local management during FWC.</p>



- Run Partnership with SONY
  - TV supply (R\$ 600k economy).

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