
ATIN OOH AIRLINE, AIRPORT AND LOUNGE MEDIA KIT





We specialize in Innovative Airline & Airport Advertising since 2006.

We work with several airlines in India & S.E. Asia providing innovative advertising solutions such as Aircraft Wraps, Skyline Panels, Overhead Bins, Bulkheads, Seat Back Devices, Product Sampling, Announcements, Boarding Passes and Baggage Tags.

We also work with select airports across India including Hyderabad, Pune, Chennai, Kolkata, Goa, Coimbatore, Aurangabad, Vizag, Vijaywada and Tirupathi on varied media such as: Product Displays, Aerobridges, Digital Displays, Chargers etc.

We also work with Airport Business Lounges across India for Newspaper Wraps, Chargers, Product Sampling/Display etc.

With more than 300 aircrafts and media at 10 airports / lounges available for campaigns (and growing), we have the ability
to reach over 100 million passengers annually



WE ARE UNIQUE FOR MANY REASONS



Our teams know airlines and how they work.



We can create “Branding Experiences” that range from exterior aircraft wraps to fully branded interior and digital advertising that can stream straight to the passenger’s own device.



We can provide an advertiser with MILLIONS of impressions and a huge exposure time with just one airline.



We’re connected around the world.



We’re a one-stop-shop if an advertiser needs resources—from creative design to launch.



We launch campaigns without utilizing valuable airline resources.



We’re the only media company holding the required certifications to place graphic display advertisements in the most desirable locations inside commercial aircraft



We have developed a unique revenue share program with Airlines to make onboard advertising more appealing.

INDIA



SOUTH EAST ASIA



MIDDLE EAST



EUROPE



AMERICAS



They Love Working With Us...

Telecom



Hospitality



Tourism



Financial



Electronics



Automobile



FMCG



MISC



Awards we are Proud of....

2016:

OAC Awards - National Media Owner of the Year: 2016
Asia Pacific ACEF Gold - Mount Faber Leisure Group (Singapore)
Asia Pacific ACEF Gold – Smart Communications Inc. (Philippines)
ACEF India Runner's Up – I Pru Life
ACEF India Runner's Up – Zomato
Indo Lanka CEF Gold – Innovation Meal Tray Cards
Indo Lanka CEF Gold – Best Use of Celebrity Endorsement
Indo Lanka CEF Gold – Creativity



2015:

ACEF India Gold - Stayzilla Branding on security trays

2013:

Confederation of Indian Industry (CII) South –
Emerging Entrepreneur of the Year

2012:

OAC Awards Innovative use of moving Media – Nokia Experience Plane
OAC Awards Best Format Innovation - Nokia Lumia Aircraft wrap
OAC Awards National Media Owner of the Year: 2012 OAC Awards

2011:

OAC Awards Best Format Innovation - Tata Photon Meru Voice-Over
OAC Awards Best Format Innovation - Idea Jet In-flight Announcement
OAC Awards National Media Owner of the Year: 2011

2010:

OAC Awards Best Format Innovation - Vodafone Meru Cab Charger

2008:

OOH Awards - Best Format Innovation - Conveyor Belt Wrap
OAC Awards - Best Use of New Technology - HSBC Blue Casting



Airline & Inflight Branding Media Options

- Boarding Passes
- Aircraft Wraps
- Cabin Bulkheads
- Overhead Bins
- Seatback Devices
- Meal Tray Graphics
- Meal Tray Cards
- Brochure Sampling
- Inflight Entertainment
- Inflight Streaming
- Tarmac Coaches

Airport Media Options

- Hyderabad
- Pune
- Aurangabad
- Tirupati
- Coimbatore
- Trichy
- Chennai
- Bangalore
- Vijayawada
- Vizag
- Goa
- Rajahmundry
- Indore

Airport Business Lounges

- Newspaper Jackets / Stickers
- Sampling
- Promotional Display
- Brochure Placement / Magazine Distribution

Outdoor Media Option

- Hyderabad - Metro Pillars
- Chennai - Fast Track Cabs

Spice Jet

- Bulkheads
- Seatbacks
- Boarding Pass Domestic
- Sampling
- Menu Card Branding
- Water Cup Branding
- Tarmac Coaches
- Headrest Branding

Indigo

- Meal Tray
- Boarding Pass Domestic
- Boarding Pass International
- Hello 6E
- World 6E
- Sampling
- Water Cup Branding
- Tarmac Coaches

Air India

- Seat Back
- IFE

Vistara

- Boarding Pass
- Meal Tray Card / Box Placement
- Seat Back Device

Go Air

- Overhead Bins
- Meal tray Exterior
- Boarding Pass
- Head Rest Branding

Air Asia

- Meal Tray Back
- Meal Tray Exterior
- Boarding Pass
- Sampling
- Menu Card Branding
- Inflight Announcement
- Overhead Bins
- Right Hand Partition

Overhead Bins



Creates an appealing message that can be designed in any style or configuration from the front till the back of the cabin.

This high visibility area further strengthens your brand and message as you decorate the cabin with creative advertising.

Large Format, uncluttered media attracting several eyeballs of a high net worth captive audience.

Depending on the flight, minimum undistracted unprecedented guaranteed viewing time is 45 minutes to 2 hours inside the aircraft.

Available on Go Air & Air Asia



Meal Tray Graphics (Exterior)

Advertising on the exterior of the tray table allows for a key message to be placed directly in front of the passenger in order to grab their attention for a minimum guaranteed period of 40 minutes and up to 2+ hours on each flight.

Tray table branding is highly visible to every passenger .

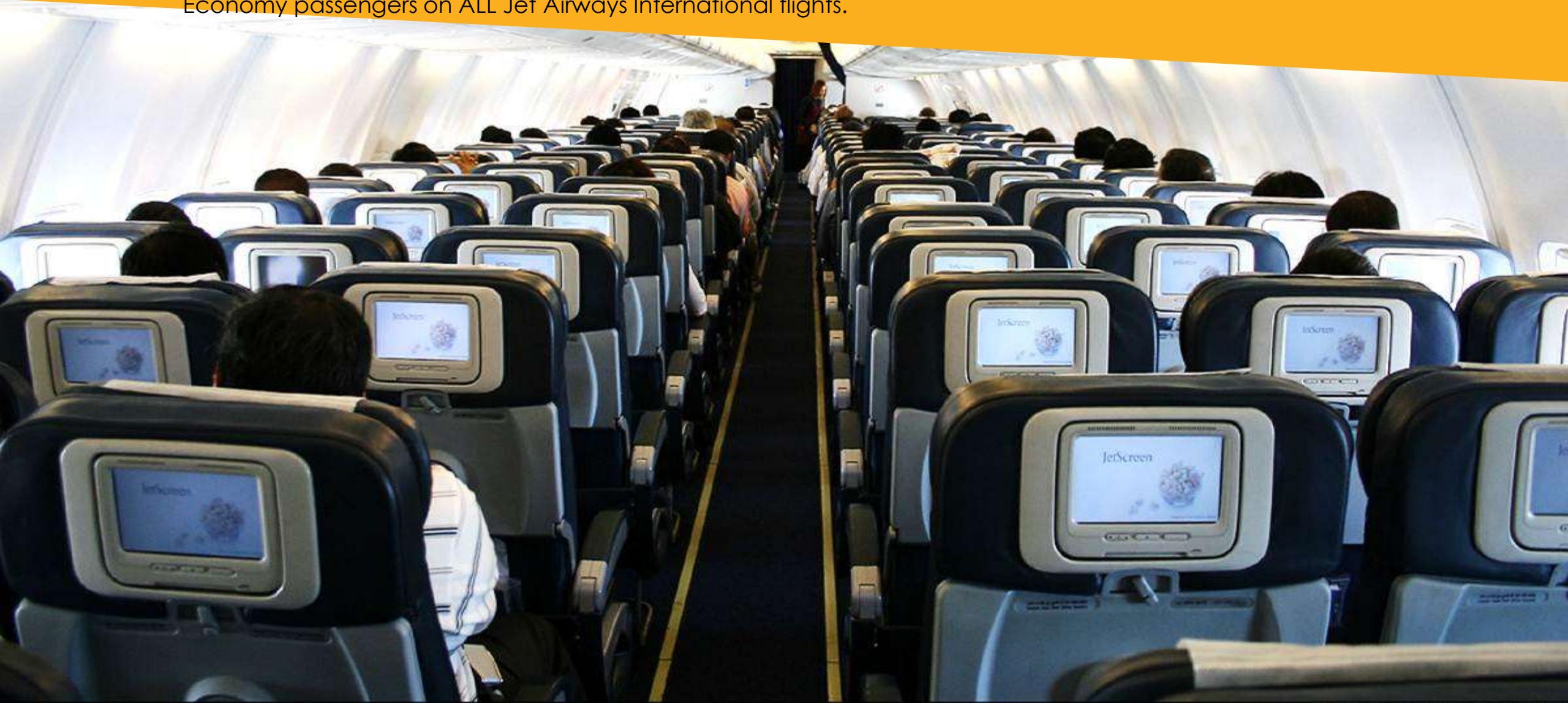
Available on Air Asia & Go Air

IFE

The In-Flight Entertainment (IFE) refers to the audio and video content to enhance the passenger experience and keep them occupied during the flight.

This system provides a unique opportunity to highlight your brand during key moments onboard the Aircraft.

Inflight commercials of 30 seconds and static slides of 8 seconds are played on the IFE and targets all First, Business & Economy passengers on ALL Jet Airways International flights.



In-flight Entertainment (IFE)



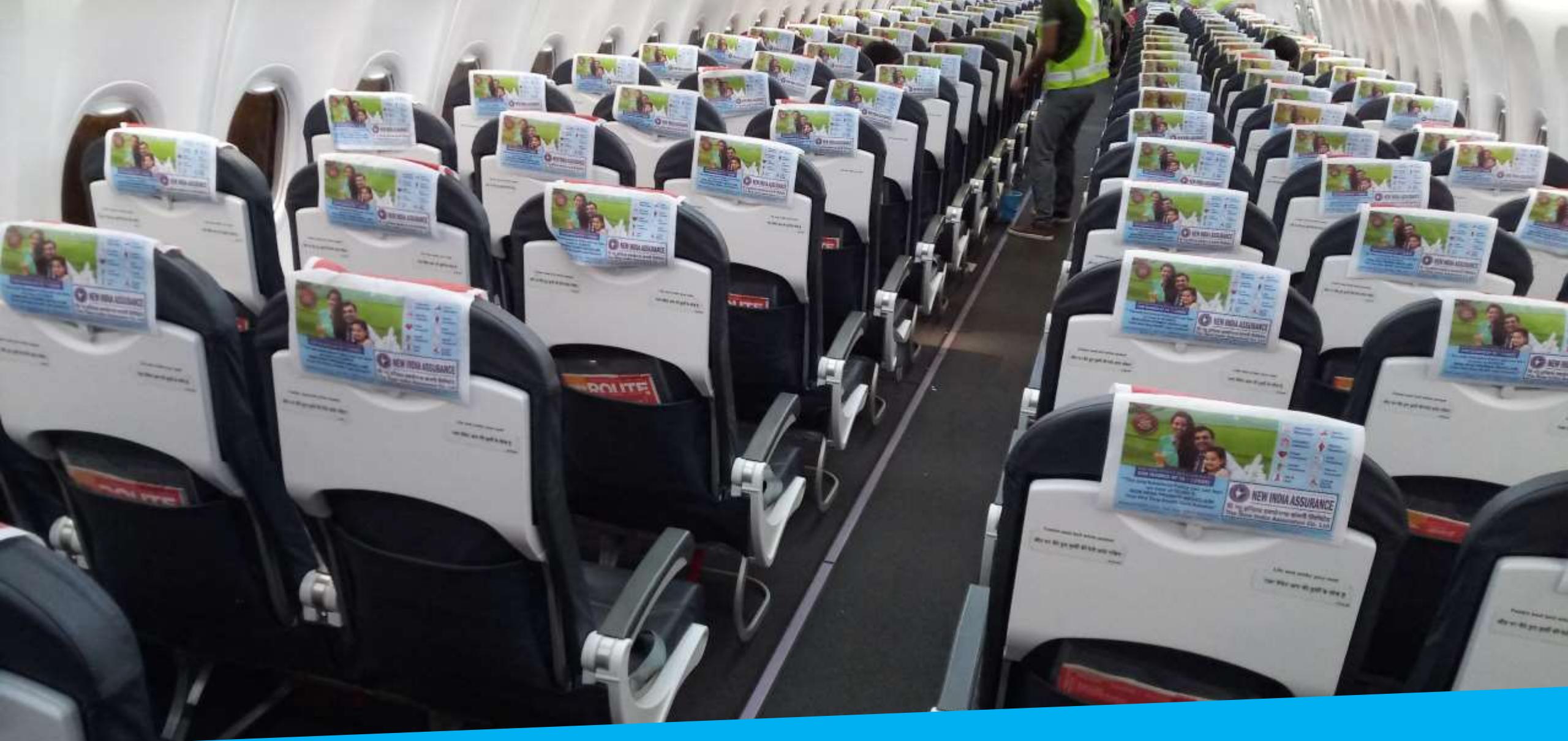


Cabin Bulkheads

Cabin bulkheads are the partitions between various portions of the aircraft. There are 2 forward bulkheads in each aircraft, and 2 at the back of the cabin thereby enveloping passengers within your brand.

The first item to be seen by the passenger once they board the aircraft and the last when they disembark.

Bulkhead graphics are visible at all times during all phases of flight: boarding, departure, in-flight, landing and deplaning.



Headrest Covers

Headrest covers are placed on the headrest of every seat inside the Aircraft. The advertisement is placed in such a way that once a passenger takes his seat, the ad is right in front of him throughout the flight. High Impact with high unaided recalls.

Available on SpiceJet & Go Air



17.06.2011



Meal Tray Cards –
Exclusively for Business Class

NON HBF
VEG

Seatback Devices

Our Flagship Product
– Placed right in front of every passenger, behind their meal tray tables.

By placing your product / brand here you get to display multiple creatives on each row. Each seatback in a row is visible to all the 3 passengers.

View time of 1 – 5 hours per flight, the seatback devices are perfectly sized for a one - one interaction with the passenger.

Available on Air India & SpiceJet





Inflight Sampling

The Best way to engage high fliers for a new-to-be-launched product or get them to taste / experience your product which has already been in the market. Results in Goodwill for the brand and an amazing recall value from its target audience. This is an absolute WIN WIN situation of all.
And the options to explore this Media are plenty – From Sim Cards to Brochures, Cookies to Chocolates, Toothpaste to perfume samples.....

Available on Jet Airways ,Spice Jet & Indigo



It doesn't get bigger than this !!!!!

Available Jet Airways , SpiceJet & Vistara

Aircraft Wrap



What could be more eye catching than an Aircraft landing or taking off?!! Now imagine, that aircraft, has a brand advertised on its entire fuselage..... That is **HUGE**!!!!

No other form of advertising comes close to capturing the attention of your audience. It's the most unique and innovative concept to launch / re-position a brand.

There is **NO WAY** you could miss this gigantic mode of advertising. The Aircraft turns into a flying billboard.

The opportunity is not restricted to just branding the Aircraft. The unveiling of the Wrap followed by an extensive media coverage gives this concept a 360 degree outlook.



First Class
23" Flat screen TV
in a private suite



Premiere
15.5" Personal flat
screen TV



Economy Class
10.6" Personal touch screen TV

The In-Flight Entertainment (IFE) is the audio – visual entertainment available to passengers during the flight.

Inflight commercials are played on the IFE for 30 – 60 seconds with sound and target all First, Business & Economy passengers.

100% Audio / Video Targetting, multiple options with advertisements on every channel

IFE



Available on Air India & Jet Airways



Talk to passengers even before they board the aircraft !!

Boarding Passes and Baggage Tags are perfect to target all the passengers of a particular airline.

Minimum 3 touch points where handled by a passenger: Check-In, Security Check and Boarding.

Extremely popular across the world, cost effective, efficient and personalized.

Baggage tags can be customised in the shape of your product / brand.

Available with mostly all domestic airlines



Meal Tray Graphics

Advertising on the interior of the tray table allows for a key message to be placed directly in front of the passenger in order to grab their attention for a minimum guaranteed period of 40 minutes and up to 2+ hours on each flight.

Tray table branding is highly visible to every passenger who opens the tray table either to eat or work in an uncluttered, captive environment.

Available on Indigo



It is also visible to passengers when the tray is closed and in the upright position. On the upper right hand corner the logo of your brand will be placed along with the tag line "Open for an exciting message".

This would certainly increase the visibility of the media and encourage passengers to open the tray table to view the entire message.

On average 60% of IndiGo passengers open their tray tables during the flight.

These constitute corporate clients, passengers with pre booked meals and several who buy food on-board. The serving of tea/coffee inflight has greatly increased the number of passengers, who buy on-board.

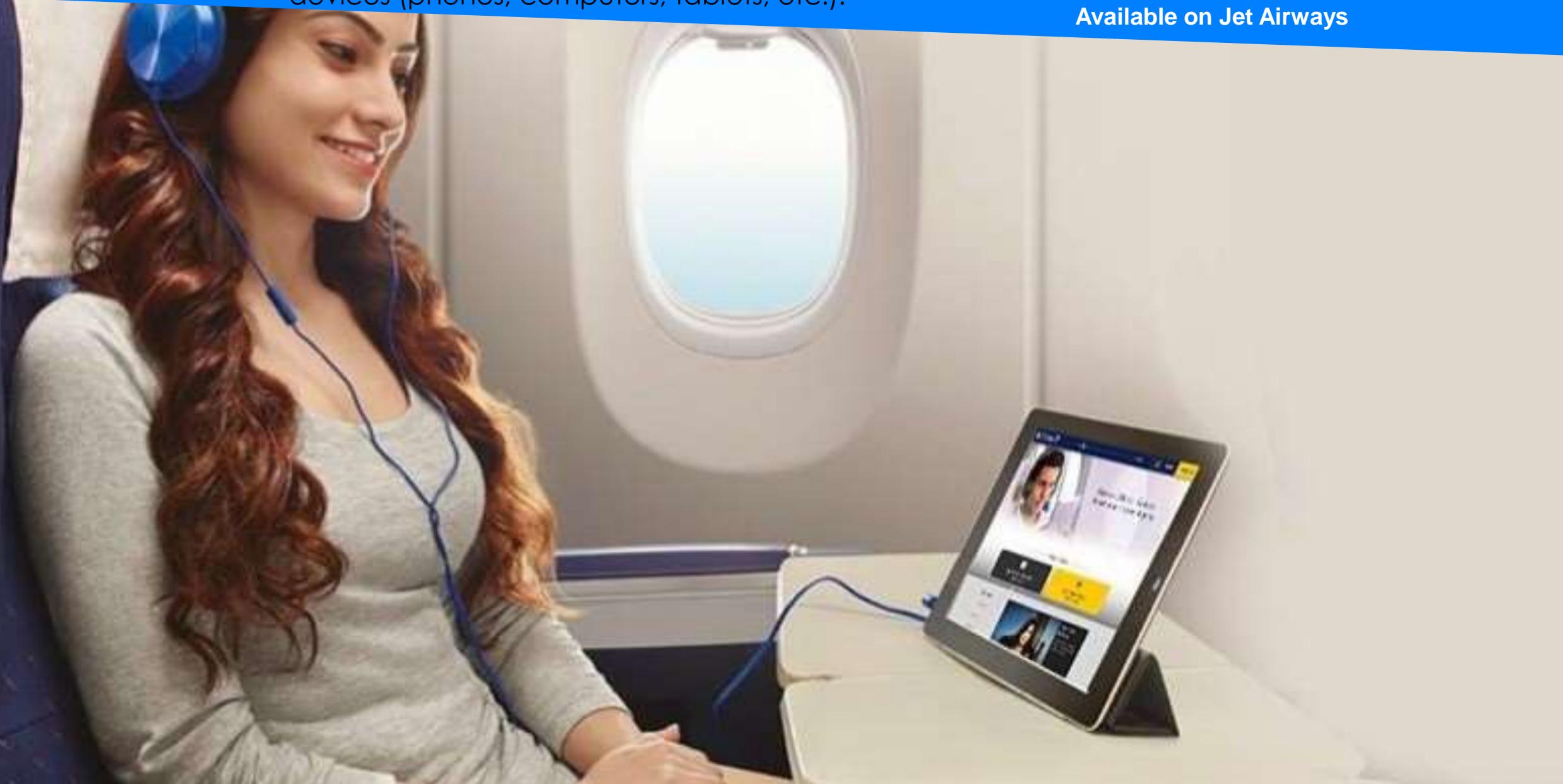
Unique, creative media with high brand recall

Inflight Streaming

Now STREAMING at 36,000 feet !!

Showcase your brand using the Jet Airways streaming system which allows passengers to receive, send and interact with various types of content—using their own personal electronic devices (phones, computers, tablets, etc.).

Available on Jet Airways



Home Page Hero Banner

The Hero banner on the home page is the most visible and dominant media avenue, media which passengers will see and one that will leave a memorable impression.

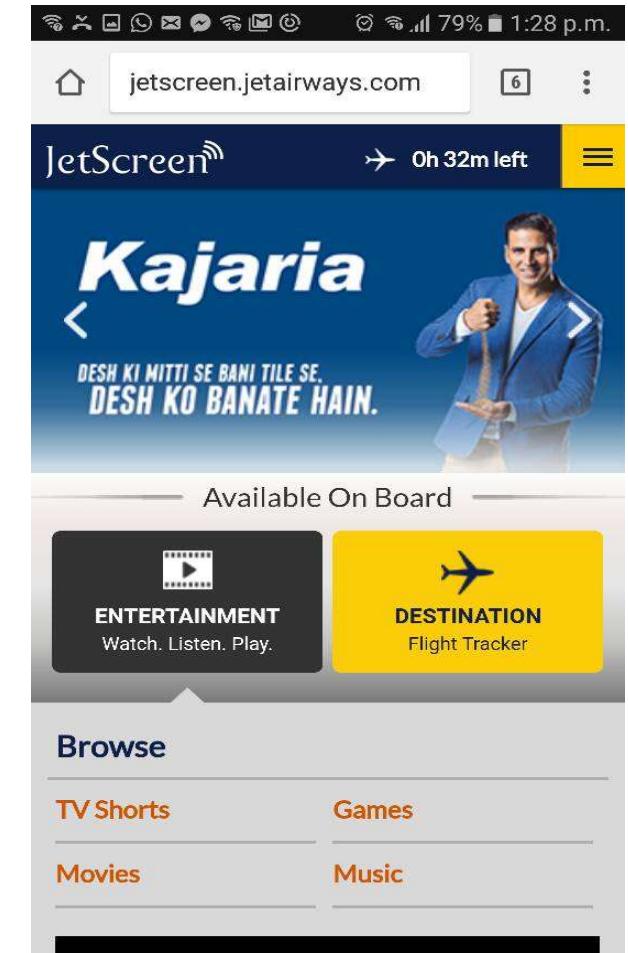
The Rotational large format Hero Banner has a maximum of 5 banners of which 2 are available for advertising.

On Laptop/Tablet Screen



- **Image Type:** JPG
- **Dimension:** 2048 x 704
- **Max Size:** 800 KB

On Mobile Screen



- **Image Type:** JPG
- **Dimension:** 640 x 340
- **Max Size:** 250 KB

jetscreen.jetairways.com

JetScreen

Oh 32m left

Protect your family with
100%
PURE WATER

KENT
Mineral RO™
Water Purifiers

Available On Board

ENTERTAINMENT
Watch. Listen. Play.

DESTINATION
Flight Tracker

A yellow arrow points from the right side of the advertisement towards the right edge of the screen.

jetscreen.jetairways.com

JetScreen

Oh 32m left

Kajaria

DESH KI MITTI SE BANI TILE SE,
DESH KO BANATE HAIN.

Available On Board

ENTERTAINMENT
Watch. Listen. Play.

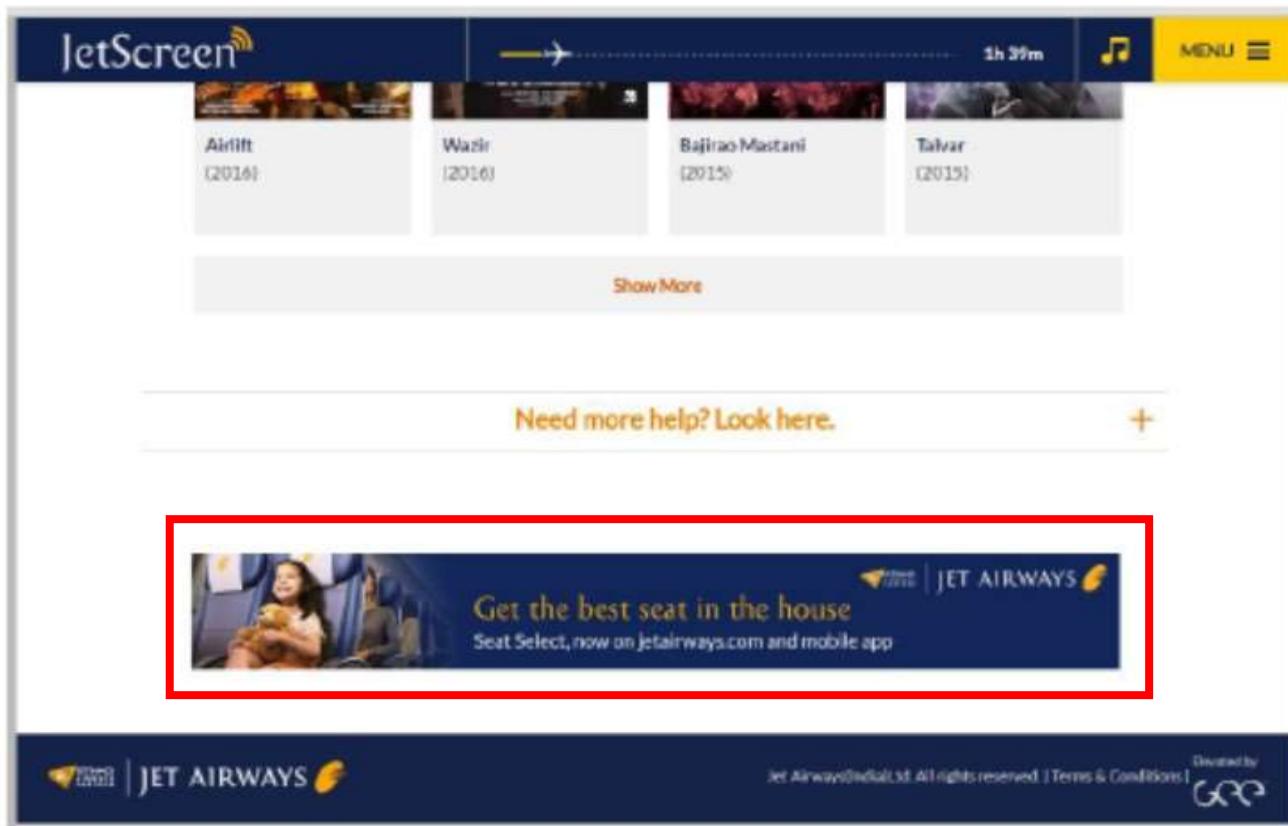
DESTINATION
Flight Tracker

A yellow arrow points from the right side of the advertisement towards the right edge of the screen.

Footer

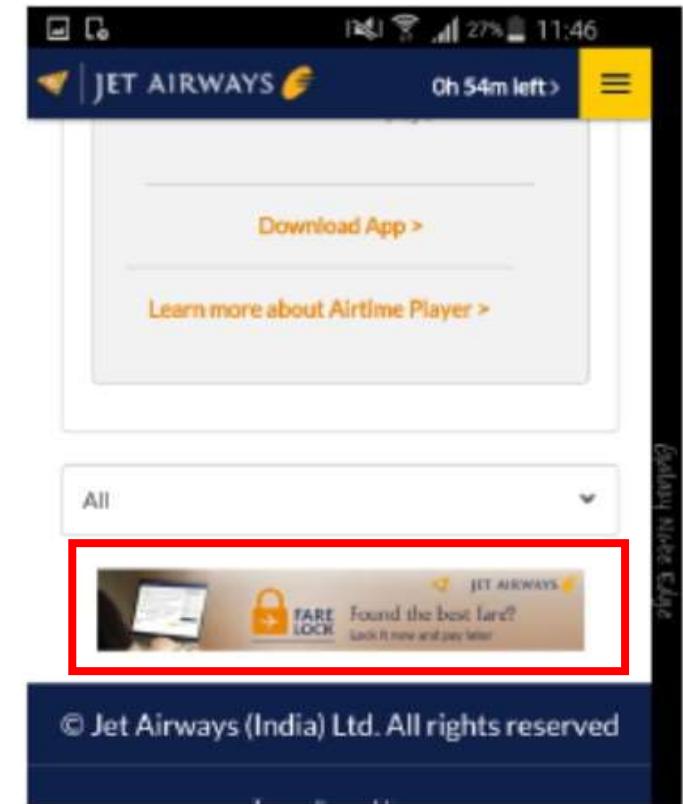
One of the most popular sections, The movies page gives passengers a chance to catch up on the latest blockbusters in Hindi, English & regional languages. Multiple and repeated visits increases visibility and recall.

Laptop/Tablet



- Image Type: JPG
- Dimension: 1456 x 180
- Max Size: 250 KB

Mobile



- Image Type: JPG
- Dimension: 600 x 100
- Max Size: 100 KB

Footer Branding available on the following pages : Movie Page, Televisions Page, Games Page, Flight Tracker Page and Music Page.

Promotional E-Tickets

The image shows a sample e-ticket from SpiceJet. At the top, the SpiceJet logo is displayed with the slogan "your spicejet itinerary". Below it, the toll-free number 1800-180-3333 and the website www.spicejet.com are listed, along with the company address: SpiceJet Ltd., 319, Udyog Vihar, PhaseIV, Gurgaon, Haryana. To the right is the Sun Group logo.

A yellow arrow points from the text "As per Government guidelines, check-in counters at all airports will now close 45 minutes before departure with immediate effect. Please plan your Airport arrival accordingly." to the "Flight Info" section.

The main content area features a large "GOODYEAR Race Tyres" advertisement. Below the ad, the "YOUR SPICEJET ITINERARY" section includes a reference number (BDP2BB) and a QR code. The status is shown as "Confirmed".

The "Flight Info" section provides details for a flight from Bagdogra to Chennai on Wednesday, 09 May 2012, with flight number SG 324. The passengers are MR.RAJESH R and CHD.ADITHYA RAJESH, with MAHALAKSHMIRAJESH as the infant. The duration of the flight is 3 hours 30mins.

The "Payment Info" section shows the fare details and total travel cost of 26703.06 INR. It also includes payment details such as Type (Agency), Date (08 May 2012), Amount (25271.06), Amount Paid (26703.06), and Balance Due (0.00). A yellow arrow points from the payment details to a photograph of a white off-road vehicle.

The photograph of the vehicle is overlaid with the text "WRANGLER M/T with Kevlar" and the Goodyear logo.

The "Terms and Conditions" and "General Information" sections provide standard travel requirements and identification proofs accepted by SpiceJet.

The bottom of the e-ticket includes a note about passport/visa requirements for Indian citizens traveling to and from Nepal.

Customised messages with hyperlinks offer direct promotional opportunity.

This is a great medium to update customers about new schemes, products and other various promotional activities by reaching out to a large integrated target audience.

With well-guarded spam filters and a regularly updated SpiceJet database, e-tickets can ensure a higher success rate.

The e-ticket is retained by passengers until they undertake the actual travel or the last leg of their flight.

Advertisement appears both on-screen during the ticketing process as well as on the printed e-ticket.

Sample Image

Online Media Promotional E-mailers

SpiceJet

TAJ GROUP

Your Gateway to Freedom.

Fly SpiceJet and get an incredible 15% discount on rooms across all Gateway Hotels.

The best vacationing months of the year are here, with a bunch of public holidays, long weekends, and festivals dotting the calendar from August to October. And where there's a vacation to be had, there's always a Gateway offer to be found.

Fly with SpiceJet between 11th August and 11th September and get an incredible 15% discount* on Best Available Rate for rooms across all Gateway Hotels for stays between 11th August and 31st October 2014.

Just walk into a Gateway hotel near you with your boarding pass or call Taj Reservations Worldwide on 1800 211 3225 or write to reservations@tajhotels.com with your details to avail this exciting offer.

Go ahead! Book a flight, book your room, and let the vacations begin.

THE GATEWAY
HOTELS & RESORTS

[TheGatewayHotel](#) [TheGatewayHotel](#) [www.thegatewayhotels.com](#)

A TATA Enterprise

Explore Gateway at: Agra • Alwar/Bhilai • Bangalore • Delhi • Chennai • Chittagpur • Colombo • Coimbatore • Dhaka • Dibrugarh • Gauhati • Guwahati • Jodhpur • Jaipur • Jaisalmer • Kolkatta • Madurai • Mysore • Pondicherry • Raipur • Ranchi • Sambalpur • Varanasi • Vizag • Vellore • Vellore • Vellore

*Conditions apply

Privacy policy of Taj Group: You have received this email because you have indicated interest in receiving email from us regarding special offers, news, contests or our products/services. To be removed from our mailing list, please email to: unsubscribed@tajhotels.com. This email was sent by The Taj Collected House, 151/17 M P (Chowk), Mumbai 400 001, India. Please click [here](#) to see legal notice for more information.

Get direct access to SpiceJet's consumer database with the help of e-mailers.

Mails with customised message from the advertisers, offers and schemes (with hyperlinks to advertisers' web pages) are delivered to customers' inbox, offering direct promotional opportunity for the brand.

You can reach out to a large integrated target audience.

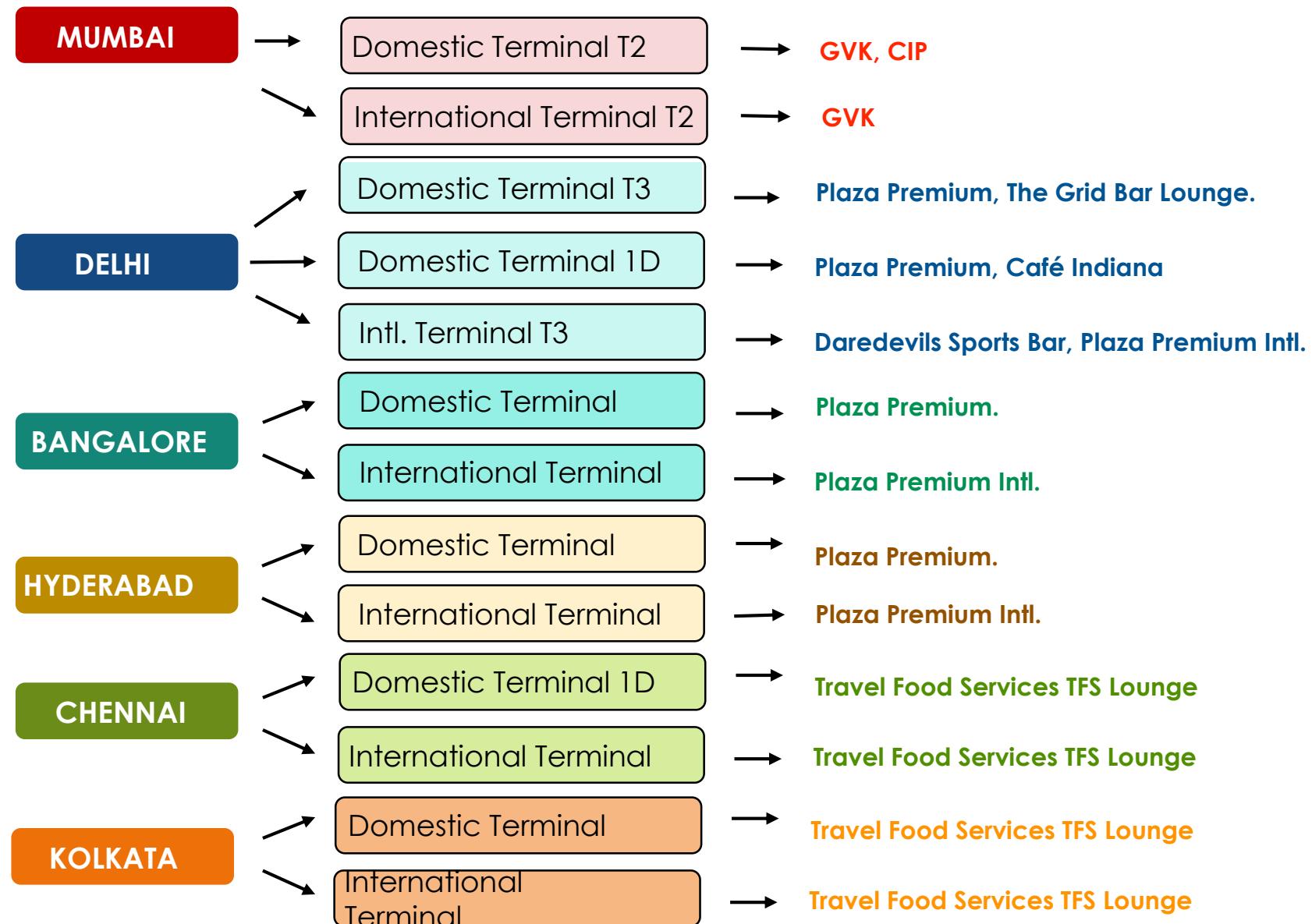
With well-guarded spam filters and a regularly updated SpiceJet database, e-mailers can ensure a higher success rate.

Sample Image



Airport Lounge Innovations!

Lounge Locations





Newspaper Jackets

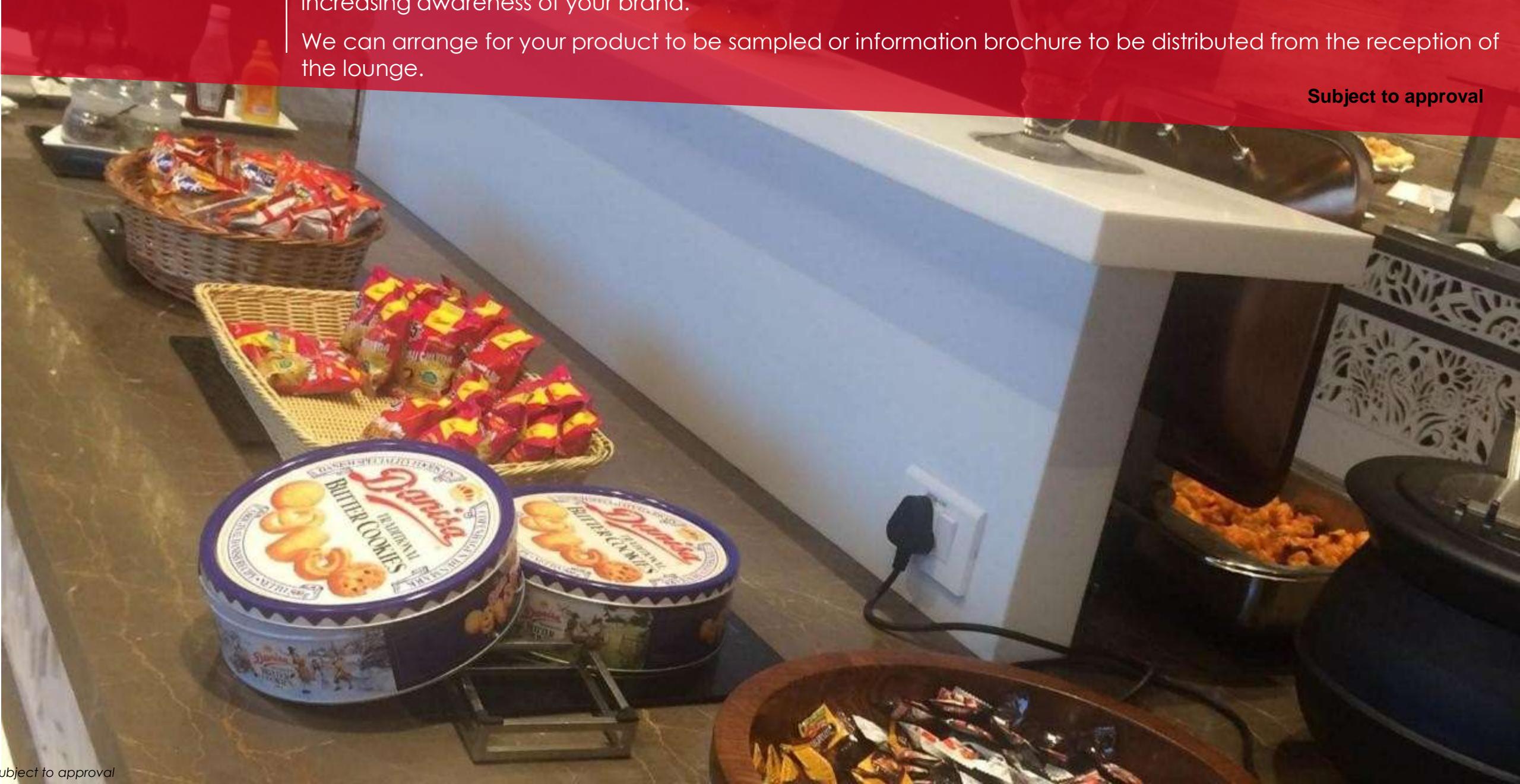
All newspapers in the lounge will be wrapped in a jacket, that can branded on all four sides. These jackets will carry a full page advertisement of your brand. Passengers reaching out for newspapers cannot miss the advertisement displayed.

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.

Subject to approval

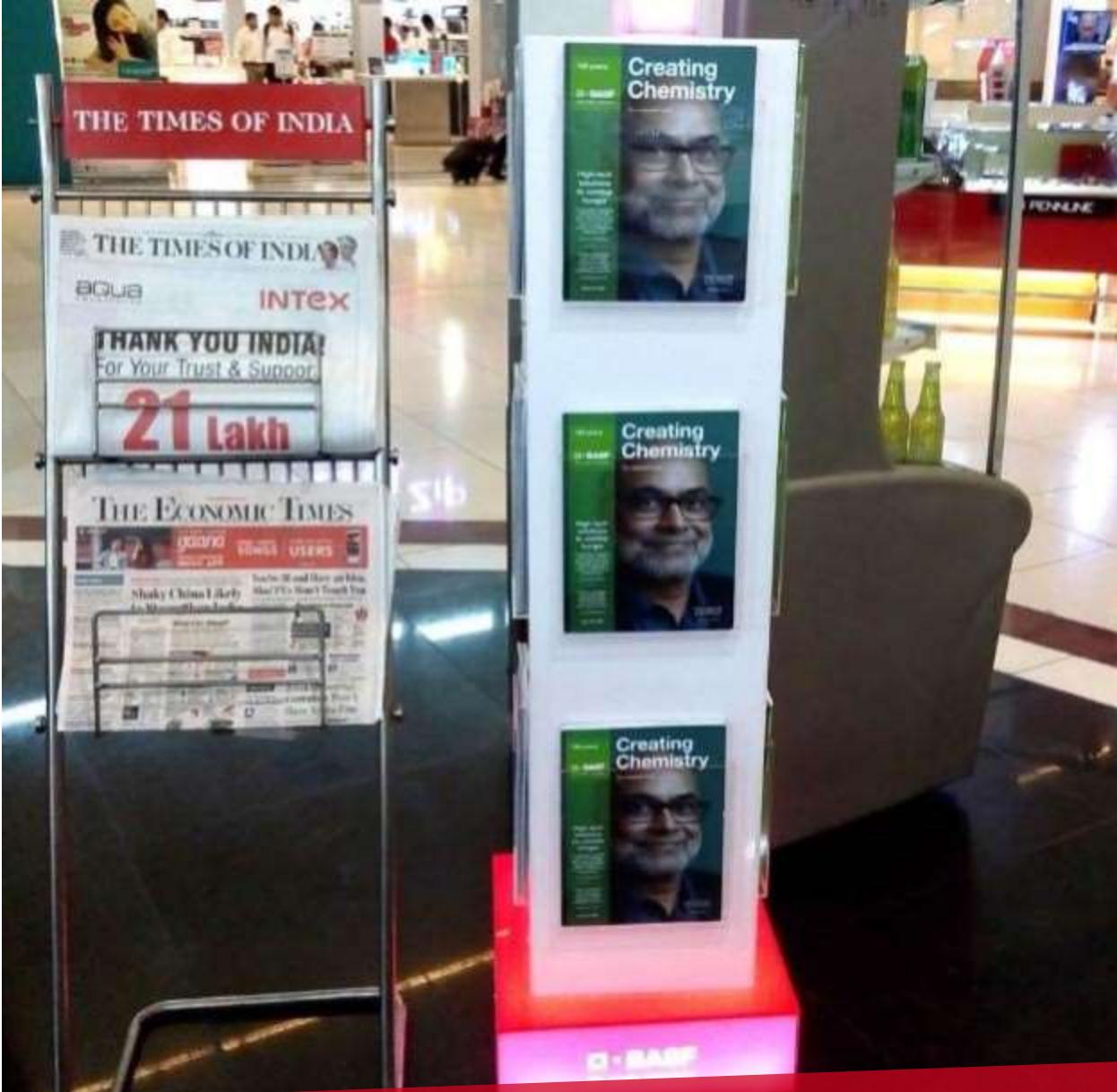


Product Branding

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.

Subject to 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.



Subject to approval



Proposal for Metro Pillar branding

Advertising on Hyderabad Metro Pillars

Advertisement space available on the following spaces of Hyderabad Metro Rail

➤ Pillars



Backlit Pillar Boxes

Day Pics



Backlit Pillar Boxes

Night Pics



Miyapur to SR
Nagar stretch of
L&T metro is now
Lit starting 1st
June 2016.

Proposal for Fastrack Cabs - Chennai





Operating round the clock 365 days a year your brand is seen by lakhs of passengers and commuters every month

Is a great reminder medium, seen repeatedly by people all across the city. Is the only medium that can be used to target both the niche segments (passengers) and the masses on the roads.



atin ooh
OUT OF HOME. OUT OF THE BOX.



Chennai Airport Media Kit



There are a total of 8, 65" Digital Displays placed at various locations at Chennai Airport covering all domestic departures and arrivals.

- 2 at the Domestic Arrival.
- 5 at the SHA Aerobridge Level.
- 1 at the SHA Bus Gate Level.

Vertical Digital Displays



50" screen placed on the pillar directly facing the seating.

63" screen placed in the middle of the hall facing the seating.



Pune Airport

Digital Network Screen : Few Pictures with their location

One 50" screen placed in the Ground Floor Security Hold Area in the middle of the room facing passenger seating.



50" screens placed between the conveyor belts in the Arrival Hall, Facing passengers waiting for their bags.



60" screens hanging in the center of the room directly facing the seating. Two 55" screen placed on the pillar near the center of the room facing the seating





**Pune Airport
Goa Airport
Aurangabad Airport
Vizag Airport**





Vijayawada Airport
Rajahmundry Airport
Coimbatore Airport
Tirupati Airport





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