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Wednesday, February 27, 2008

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Airborne Takes Off With 820,000 Samples

December 17, 2007

There is probably no more appropriate place for Airborne, the supplement brand that helps users navigate germ-heavy environments with boosted immune systems, to do a guerrilla campaign than, well, the airport.

The problem was actually getting samples to users at a point when they were relaxed. Any holiday traveler, to say nothing of marketers with buckets of product, will tell you the stress doesn't stop until you've cleared the security gates.

Enter Airport Marketing Income, a Beaverton, Ore., firm that has contracts with several airports to do marketing activities beyond the X-ray scanning borders.

During a six-week period from Nov. 12 through December, AMI is helping Airborne by handing out a whopping 820,000 samples at Chicago's O'Hare and Denver's international airports.

"Airborne is a big believer in converting consumers through product trialing; the airport environment, with lots of people and lots of germs, is ideal for their target," said Galen Weaver, vp-operations at AMI.

The samples include a packet of Airborne's "On the Go" powder packet, a coupon and sweepstakes invite, doled out at peak travel times, from 6 a.m. to 10 a.m., and then again 4 p.m. to 8 p.m.

Getting into the post-security area was critical, Weaver said, because once through the gates, fliers spend an average of one hour and 22 minutes before their flight departs —E.N.

Program: Airborne in the Airport

Marketer: Airborne, Bonita Springs, Fla.

Agency: Ten United, Pittsburgh, Pa.; Airport Marketing Income, Beaverton, Ore.

Key players: TU: Greg Smith, account manager; Brooke Ewing, media planner; AMI: Galen Weaver, vp-operations

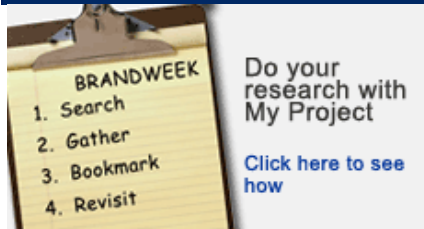
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