

# Advertisers put out life-size installations at many airports

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By **Roger Yu, USA TODAY**



By Denver International

In Denver, Courtyard by Marriott has a temporary display that is a replica of their lobby equipped with sitting areas and hookups for laptops/chargers. The digital display shows their newly redecorated lobbies.

More airports are allowing non-conventional advertising in their terminals to make more money.

Advertising has always been a steady source of revenue for airports. But airport managers are becoming more tolerant of ad firms' creative proposals to help make up for sluggish flow on other sources of income, such as aviation revenue and parking fees.

Airports are ideal places to try experimental ad projects because they have a constant flow of well-heeled customers who linger at concourses, says Chris Beauchamp, CEO of advertising firm Monster Media.

Some new approaches:

•**Large product placement.** Advertisers are placing products that are hard to ignore, and some are providing small incentives to stop and look.

**Courtyard by Marriott** has installed a temporary replica of its lobby at Denver International to promote the hotel chain's new look. The display is equipped with chairs and electrical outlets for laptops and chargers.

"Advertisers are asking for larger space. They're looking for footprint and coverage," says Pam Horn, national sales manager of advertising firm **Clear Channel Outdoor**.

Boston Logan's agreement with locally based **Dunkin' Donuts** includes installation of 7-foot-tall replicas of Dunkin' Donut coffee cups at Terminals A and C, and free sampling every few months.

•**Digital ads.** Monster Media has installed 11-foot by 9-foot digital video walls at several airports that display interactive ads showing **Xerox's** work with Marriott. The TV screens are made to look like hotel room doors that open when someone touches the screen. The lights in the "room" turn on, and random scenes of people in Marriott hotel rooms are revealed. The walls are installed at Atlanta, Denver, Los Angeles and six other airports.

In the past, Las Vegas McCarran has displayed a similar interactive "slot machine" on a digital wall, inviting travelers to pull the lever to see travel deals.

•**Banners in unusual places.** Banner ads are proliferating beyond walls and billboards. The bank **HSBC** has a deal with Newark Liberty to place advertising on jet bridges.



[Under Armour](#), a sportswear maker, placed floor decals at Boston Logan to be seen by visitors arriving for the Boston Marathon. The airport also has allowed large banners that cover the exterior of an enclosed pedestrian bridge that connects a parking lot to a terminal.

In recent years, some airports, including Dallas/Fort Worth, Chicago O'Hare and Kansas City, have allowed advertising banner stickers to be placed on baggage carousels. Sticker sizes range from 20-inch segments to an entire bag belt.

•**Product giveaways.** Some advertisers are enticing customers with free samples. A year ago, [United Airlines](#) and Chase promoted their new mileage club credit card by giving away 3-ounce bottles approved by the Transportation Security Administration at several airports. Airborne, a maker of a flu-prevention drink supplement, gave away samples at Chicago O'Hare and Denver. To promote its products, [Google](#) offered free Wi-Fi access for about two months late last year at 32 airports that normally charge for the service.

#### Briefly ...

• will introduce seasonal daily non-stop service between Long Beach and Anchorage on May 26. It will be the carrier's first route to Alaska, pitting it against competitor [Alaska Airlines](#).

•**Boston Logan** will open Monday the first 1,000 spaces of a 3,000-space economy parking garage. The garage consolidates economy parking into one location, reducing the need for vehicles to look for out-of-the-way overflow lots, the airport says. Another 1,000 spaces will open in December.

•**KLM**, the Dutch carrier, will re-launch non-stop service between Amsterdam and Miami on March 27. The carrier will fly four flights a week. The service was suspended in September 2004.

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