

Airport Media Launches New Form of Advertising in Passenger Buses

EVA AIR is the first advertising customer

Vienna Airport has launched a new advertising format via its marketing platform Airport Media. 3D product models installed in up to 29 passenger buses enable advertising messages to be placed in an unusual manner. In this way advertising customers impact about 14,000 passengers each day. The first customer of this new form of advertising is the airline EVA AIR.

3D models as eyecatchers

Advertising messages are conveyed to travelers from all over the world in the form of 3D product models. Up to 14 product models can be installed in each bus. Up to 29 passenger buses can be equipped with these models. The passenger buses transport about 14,000 travelers each day from the departure gate to the aircraft or bring them directly from the planes to the baggage claim area after landing. The number of advertising models varies, depending on the size and format of the product. The mounting module also offers additional advertising space, for example for slogans, logos or QR codes. Prospective customers can obtain further information at +43-1-7007-22802 or online at advertising@airport-media.at.

First customer: EVA AIR

The airline EVA AIR operating out of Vienna Airport for more than 25 years discovered the potential of the new form of advertising for itself and has been advertising in the passenger buses at Vienna Airport since the beginning of October 2017. The Taiwanese airline relies on 3D models of the Boeing 777 deployed on the Vienna-Bangkok-Taipei route.

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