

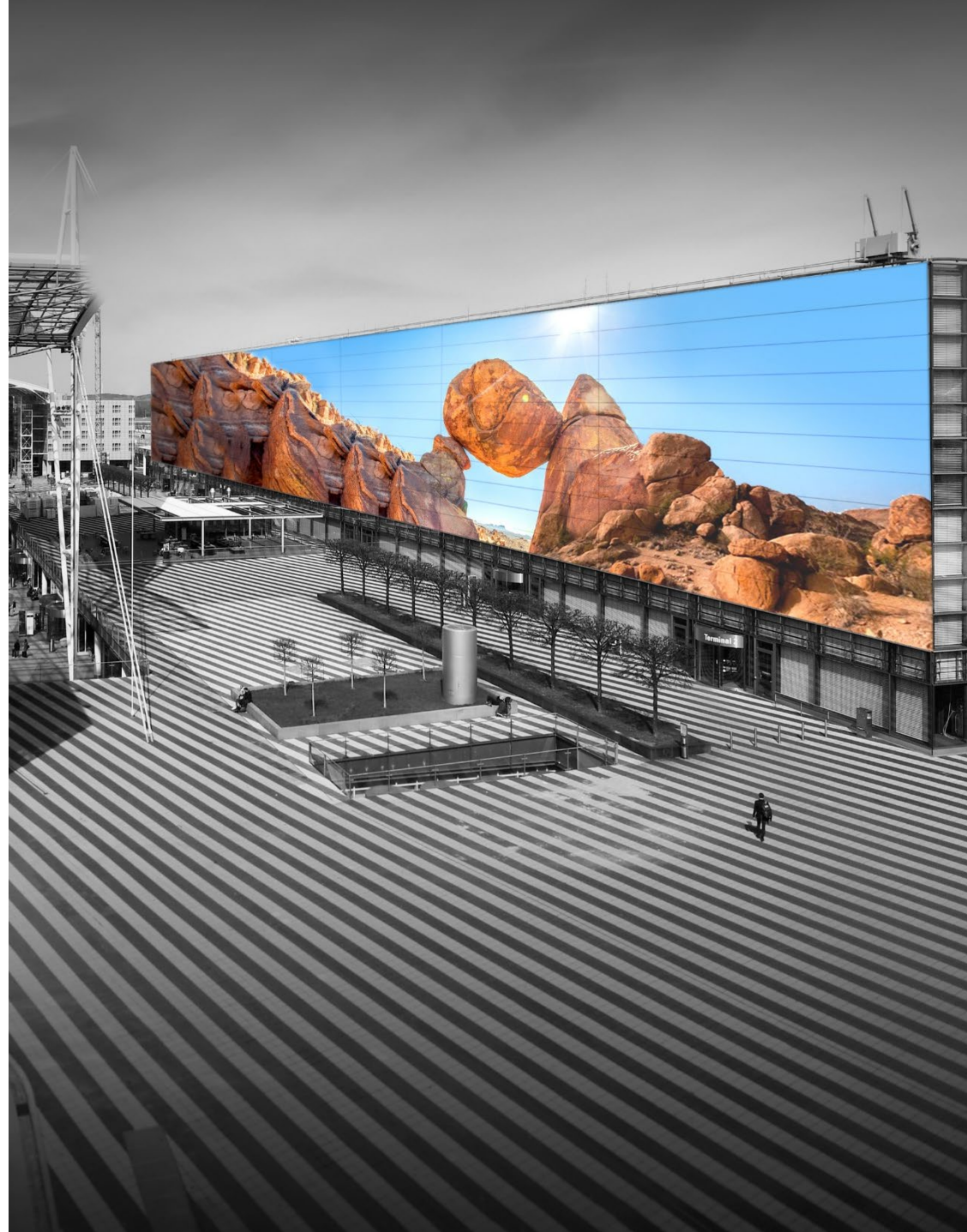
# Advertising impact study



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## Campus wide

Munich Airport is the ideal advertising environment for your brand message. To make the success of your advertising campaign measurable, we will be giving you the option to take part in an individual advertising impact study in collaboration with Silverbullet, a service provider with expert knowledge of the industry. The aim is to find out what impact your advertising is having at the airport and how you can influence awareness of your brand.



# Measure the success of your advertising campaign

## The advertising impact study in detail



**1 Awarding of contract end briefing**  
our weeks before the study begins, we will discuss with you what goal your advertising campaign is pursuing and what target group you are aiming to reach.



**2 Customized study design**  
A standardized questionnaire in German and English will be used to measure campaigns at Munich Airport. You can also incorporate an additional three customized questions about your campaign.



**3 Implementation of the study**  
The survey and data collection (n = 600) will be carried out using tablets in two stages:

- Pre-survey (one to three weeks before the start of the campaign) to take the baseline measurement (n = 300)
- Post-survey (during the campaign period) to monitor and supervise field work during completion (n = 300)



**4 Processing and reporting**  
Within ten working days after the end of the study, you will be sent an analysis and a graphical representation of the results of the research.

### Price\*

10,500€

\*plus value added tax 1 at the statutory rate, AE: 10 %

### Procedure:

Order placed 4 weeks prior to begin of study

Briefing at Munich Airport and preparing the questionnaire accordingly

1-3 weeks before the start of the campaign: Pre-survey data acquisition (n = 300)

**Campaign period:** Post-survey data collection (n = 300)

10 working days after the end of the campaign: sending of the processed results

Munich Airport acts as the contracting entity for the advertising impact study and reserves the right to use the study results for its own communication purposes without the customer's permission.