

/Munich Airport: Advertising. Welcome.

Living ideas – Connecting lives

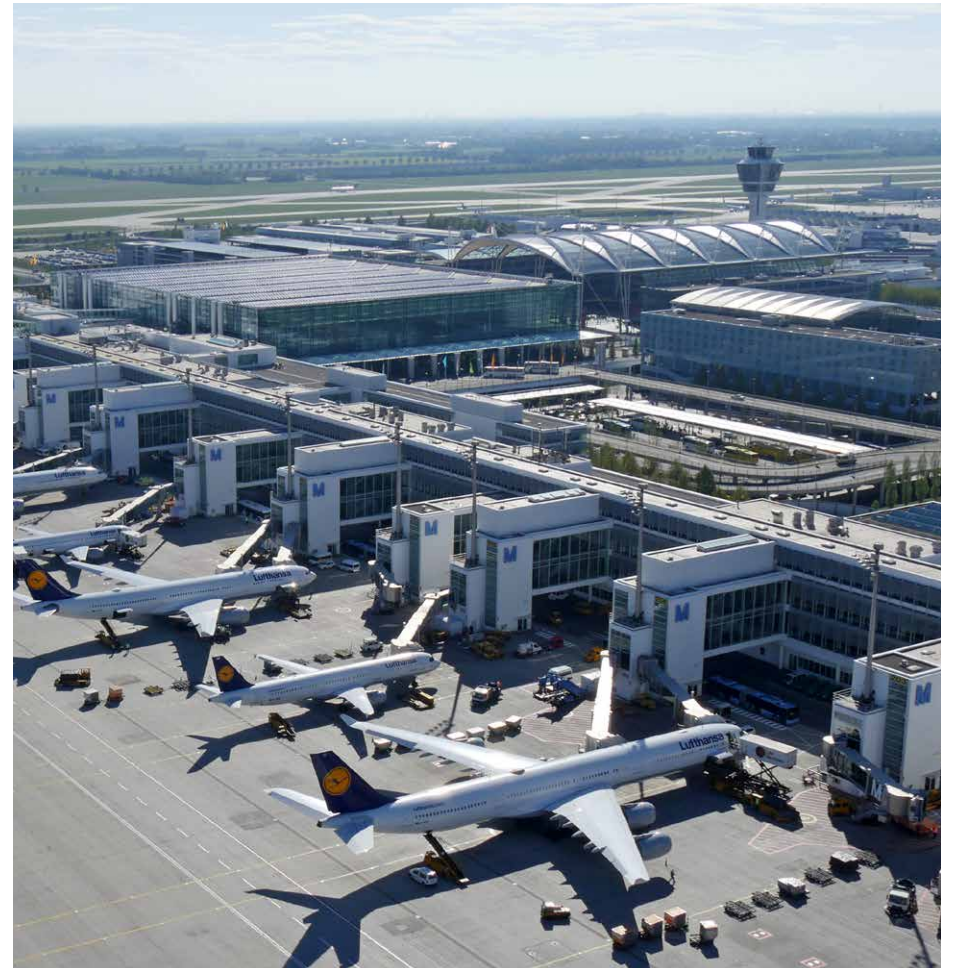


Munich Airport: The ideal environment for the placement of your brand message

In October 2018, GfK conducted a total of 515 interviews for a large-scale advertising impact study at Munich Airport. Two currently advertised campaigns were surveyed throughout the entire customer journey at 12 locations with analogue and digital advertising spaces. Exciting finding: advertising at Munich Airport is appreciated as a welcome diversion. So, Munich Airport is the ideal advertising environment for your brand message.

The study confirms how effectively specific target groups can be activated – e.g. decision-makers with a high net household income. In addition to determining the reach of advertising carriers and media, the study also offered an insight into the target groups reached and their attitudes towards advertising at Munich Airport. What's more, a majority of respondents regarded the advertising at Munich Airport as high-quality and creative.

This is where your advertising arrives – among passengers and visitors at Munich Airport.



Munich Airport: Where advertising is welcome



70%

had contact with at least one of the advertising spaces along the customer journey – as high as 76% for the group of young decision-makers [20 to 39 years].

Advertising space has a maximum chance of contact with passengers.



74%

perceive advertising at the airport as high-quality and do not feel disturbed by it.

Advertising is welcome and not a disruptive factor.



66%

remember the advertising spaces [digital and analogue] that they passed along the way.

Advertising spaces are eye-catching and memorable.



90%

consider digital advertising spaces suitable for the ambience of the airport – persuasive advertising spaces and a welcome diversion.

Digital advertising spaces enjoy high acceptance.



79%

think that moving images attract more attention – this is where a top value is achieved in digital concepts.

Moving image content increases perception.

Contact

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